

Anas Elshora

Lead Systems. Build Teams. Drive Growth

+10 years building marketing functions across the UAE and Saudi Arabia.
Head of Marketing at Taaeen. Founder of Taswiqya.

126k
LinkedIn Built

10+
Years Experience

50+
Projects

12+
Events

 Download CV



MY STORY

From the ground up

I'm Anas Elshora, a marketing strategist with +10 years building marketing functions for organizations across the UAE and Saudi Arabia.

I specialize in **B2B and B2G marketing**, with deep expertise in community building, brand strategy, team leadership, and integrating AI into marketing operations.

I grew **Taaeen's** LinkedIn from 5,000 to +126,000 followers, while leading integrated campaigns for government entities, enterprise brands, and major regional events.

2025 – Present

Head of Marketing

Taaeen · Abu Dhabi

Leading a -10member team across creative, digital & CRM

2024 – 2025

Marketing Manager

Taaeen · Abu Dhabi

%2,420 LinkedIn growth · ATD Award · Zoho CRM rollout

2018 – 2023

Designer & Digital Marketer

Taaeen & Al-Bassam Group · UAE & KSA

+150 campaign assets · Multi-market execution

“

Marketing should build genuine trust, not just chase attention.

That belief has guided everything I've done.

”

WHAT I DO

10 Years of Expertise

Strategic marketing solutions for B2B and B2G organizations ready to grow with purpose.



Marketing Strategy

A strategy built around your business reality, not a template. I work directly with leadership to audit current efforts, analyze market positioning, and build a roadmap that connects marketing to revenue.

Zoho One · HubSpot · Clickup



Brand Building & Identity

Your brand is the reputation you carry before you enter the room. I help you define a clear positioning, craft messaging that resonates in the MENA market, and build a visual identity people remember.

Photoshop · Illustrator · Figma



CRM & Marketing Automation

CRM doesn't fix broken process, it exposes it. I help organizations implement CRM systems that actually work, fix the lead handoff between marketing and sales, and build automation that saves time and improves attribution.

Zoho CRM · n8n · Mailchimp



Website & Digital Ecosystem

Your website is often the first serious evaluation point for a B2B or government prospect. I build digital presences that are bilingual, fast, SEO-optimized, and designed to convert, not just look good.

WordPress · SEO · Analytics



Event Marketing

Events are one of the highest-impact touchpoints in B2G marketing. I handle the full marketing lifecycle, from pre-event identity and content to on-ground activation, media coverage, and post-event follow-through.

Premiere Pro · After Effects · Canva



Digital Advertising

Performance campaigns that connect to pipeline, not just impressions. I manage paid media across LinkedIn, Google, and Meta with a focus on qualified lead generation and optimized ROAS for UAE & KSA markets.

LinkedIn Ads · Google Ads · Meta Ads



Community Building

Community is the most undervalued asset in B2B marketing. I help organizations build and grow professional audiences on LinkedIn, using the same organic-first framework that took Taaeen from 5K to 126K followers.

Zoho One · LinkedIn · Instagram · Buffer



Marketing Department Setup

Starting from zero, or restructuring a broken function. I help organizations build marketing departments that are structured by business outcome, not by channel. Strategy, team design, tool stack, and KPI framework included.

Strategy · Team · Tools · KPIs

Built Across Two Markets

The full stack

Jan 2025 – Present

Head of Marketing

Taaeen · Abu Dhabi, UAE

- Lead -10member team across creative, digital & CRM
- Execute full-funnel strategy for consulting firm
- **Founded & built the marketing identity for 4 Taaeen subsidiary brands:**
Impact+, Skills+, TFS+, Setup+ — each with full brand system, positioning, and go-to-market strategy
- Drive KPIs: lead gen, brand awareness, event ROI

Jan 2023 – Dec 2024

Marketing Manager

Taaeen · Abu Dhabi, UAE

- Scaled LinkedIn 5K to 126K followers (%2,420 growth)
- Led award-winning booth at ATD Middle East 2024
- Implemented Zoho CRM across sales & marketing
- Executed CIPD Gala 2025, DGE Events, CIPS

Jan 2022 – Dec 2023

Sr. Graphic Designer & Digital Marketer

Taaeen · Abu Dhabi, UAE

- Created +150 campaign visuals and digital assets
- Designed & developed company WordPress website

Jan 2018 – Dec 2022

Graphic Designer & Digital Marketer

Al-Bassam Group · Saudi Arabia

- Brand assets and content calendars for retail & corporate
- Event marketing and on-ground activations

STRATEGY & LEADERSHIP

Marketing Strategy

Brand Management

Team Leadership

B2B Marketing

B2G Strategy

Budget Management

DIGITAL & PERFORMANCE

Google Ads

LinkedIn Ads

Meta Ads

SEO / SEM

Google Analytics

Email Marketing

DESIGN & CREATIVE

Photoshop

Illustrator

InDesign

Premiere Pro

After Effects

Figma

AI & AUTOMATION

Claude AI

ChatGPT

n8n

MidJourney

ElevenLabs

Runway

16 Certifications across marketing, leadership & business

- Project Management Foundations
- Leading a Marketing Team
- Be the Manager People Won't Leave
- Create a Brand Strategy
- B2B Marketing Strategy
- Unlock Your Team's Creativity

16

- Strategy
- Leadership
- Brand
- B2B
- Ads
- Business

SELECTED WORK

Real work, Real results

A sample of campaigns, brand work, and events
delivered across UAE and Saudi Arabia.

1

3 Years · Full Department Build · 2023–2026

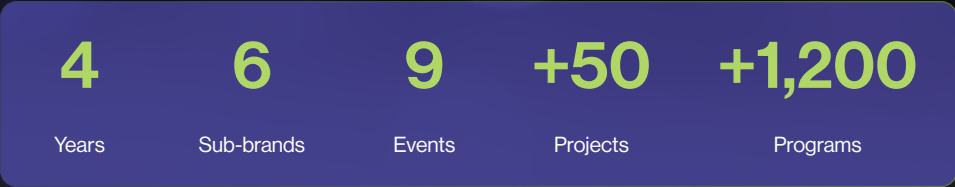
Taaeen Group

Abu Dhabi, UAE · UAE & KSA Markets · 2023 – 2026

Taaeen



Joined as the first marketing hire. Left with a full department, 9 events, 6 brands, 2 websites, +50 projects, +1,200 training programs, a CRM system, and a presence in two markets.



2023



- Taaeen Branding
- Taaeen Website V1
- Taaeen Company Profile
- Taaeen on Social Media

2024



- Taaeen First Campaign
- Taaeen CRM System
- CIPD Gala Awards Event
- ATD KSA Event
- Al inmaa Bank Team Building

2025



- CIPD Graduation
- CIPD Gala Event - Dubai
- ATD Abu Dhabi Event
- Awqaf Ceremony Event

2026



- Taaeen Group Branding
- Taaeen Group Websites
- Taaeen Group Profile
- DGE Workshop Event
- Marketing Operation System

Brand Ecosystem

6 Sub-brands · UAE & KSA · 2025

6 brands. One group. Zero visual identity.

Built the entire brand architecture from scratch, while the business was running.

Impact+

Skills+

TFS+

Setup+

Evento

AI+

OVERVIEW

Built a unified brand architecture under Taaeen Group. Impact+, Skills+, TFS+, Setup+, Evento, and AI each received a distinct visual identity while sharing a consistent parent system. Delivered color systems, typography, tone of voice, and design guidelines across digital, social, and print in UAE and KSA.

MY ROLE

Marketing Director, defined the brand architecture, led all creative decisions from positioning to final approval across all 6 sub-brands.

Numbers

6

Sub-brands
launched

0-1

Brand system
from scratch

5

Websites
launched

16

Lead sources
connected



Web & Digital

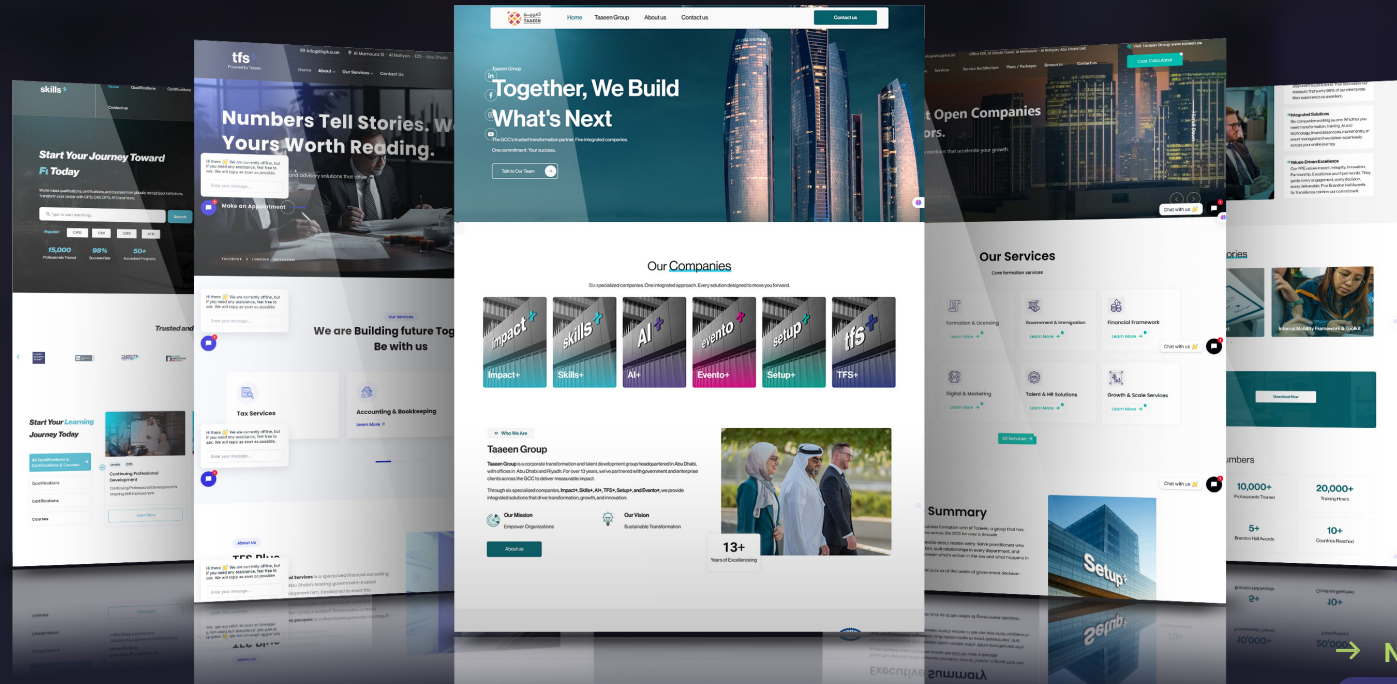
tfspplus.ae · setupplus.ae · 2025

Four brands. Five websites. One connected system, built to generate and track leads from day one.

- Setup+
- TFS+
- AI+
- Skills+
- Taaeen Group

→ OVERVIEW

Launched [tfspplus.ae](#), financial advisory platform for UAE and GCC businesses and [setupplus.ae](#), business formation platform with cost calculator and multi-step lead capture. Both integrated with CRM, Meta and LinkedIn pixels, built to convert B2B traffic into qualified leads.



→ MY ROLE

Marketing Director, defined the brand architecture, led all creative decisions from positioning to final approval across all 6 sub-brands.

→ Numbers

| | |
|-------------------|------------------------|
| 5 | 3 |
| Websites launched | Lead sources connected |

CRM & Infrastructure

Lead Pipeline · Automation · 2026–2023

No system. No tracking. No pipeline.
Built the entire CRM infrastructure from zero.

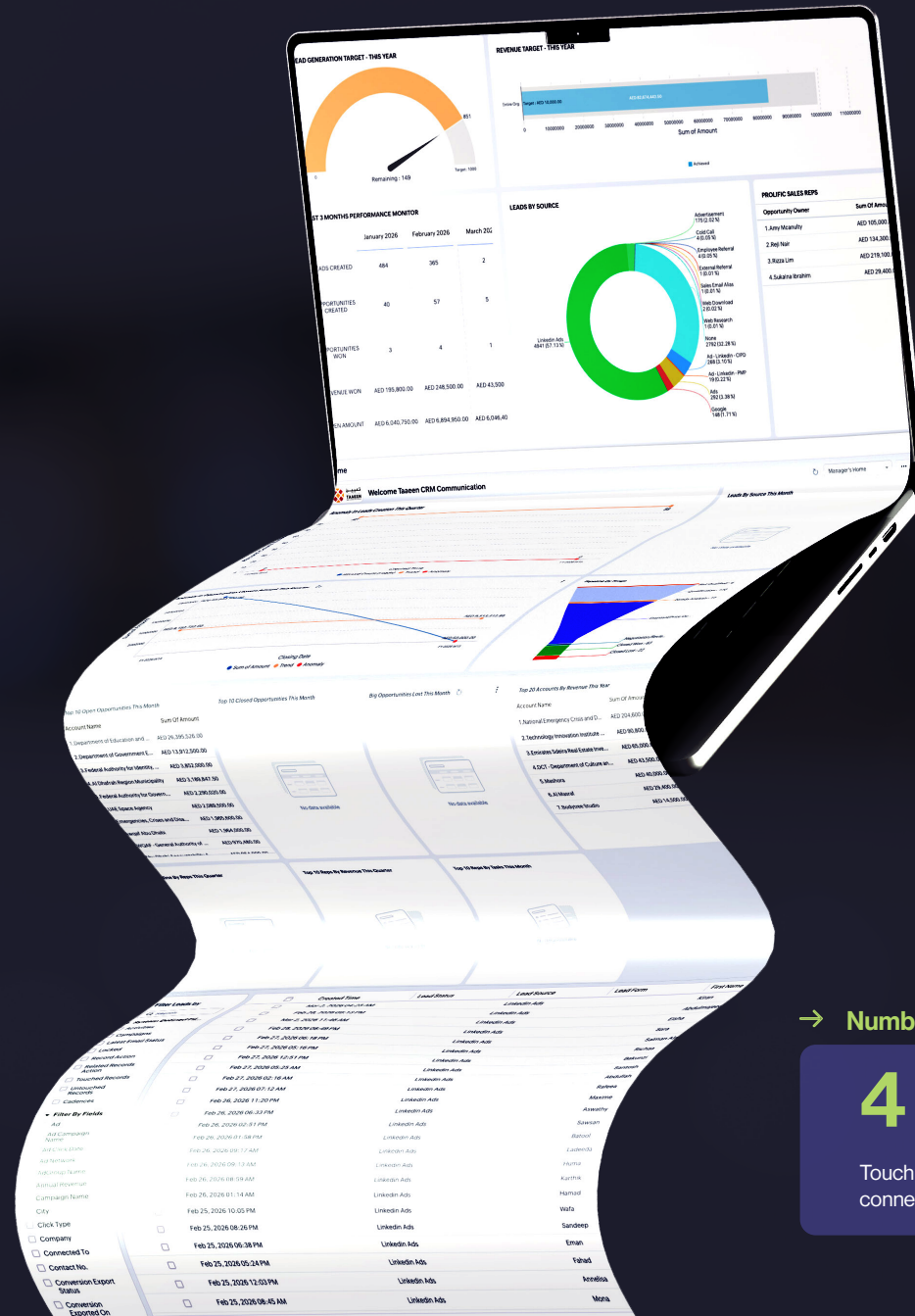
- Taaen Group
- Setup+
- TFS+

→ **OVERVIEW**

Built and configured the full **CRM system** for Taaen Group from scratch. Connected Meta Ads, LinkedIn Ads, and both websites into a single pipeline. Automated workflows route leads by service interest, TFS+ inquiries separate from Setup+ leads. Created CEO dashboards for real-time tracking and monthly reporting.

→ **MY ROLE**

Sole owner selected the platform, configured the pipeline, connected all digital sources, built automation workflows, and trained the team on usage.



→ Numbers

4 Touchpoints connected

12 Automated workflows

Marketing Operations System

Team · SOPs · Processes · 2025

Went from one person doing everything, to a structured marketing department with systems, roles, and processes.

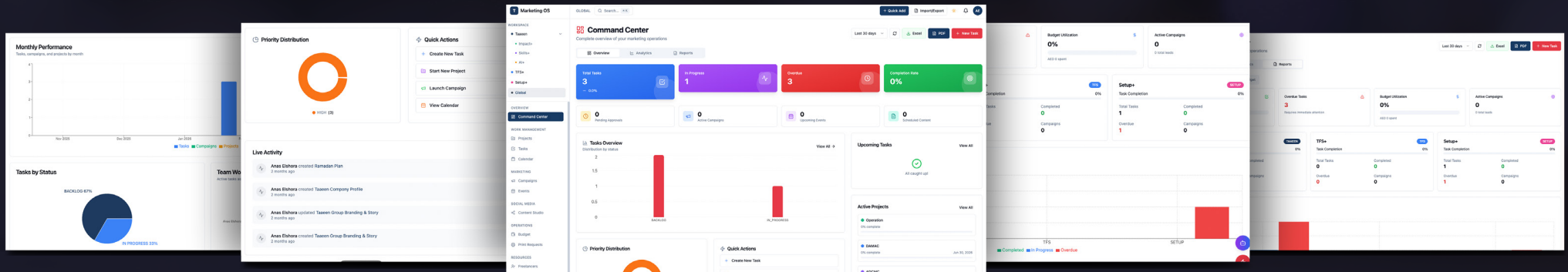
Taaeen Group

Setup+

TFS+

→ OVERVIEW

Built the full **marketing operations system**, department structure, content calendars, reporting frameworks, and SOPs. Grew the team from solo to a structured department including designers, web developer, video editor, and media buyer. Established monthly CEO reporting across all brands.



→ MY ROLE

Built and led the marketing department, recruited team members, defined roles, established workflows, and created reporting structure used across all brands.

→ Numbers

4

Brands managed simultaneously

12

Monthly content calendar

Projects & Clients

+50 Projects · UAE & KSA · 2023–2026

Over 50 projects. Over 1,200 training programs.
Every deliverable, designed, produced, and delivered in-house.



Managed the full production lifecycle for +50 client projects across UAE and KSA, covering design of training materials, printing coordination, media coverage, and video production. Projects ranged from 1 month to 12 months in duration, serving government entities, banks, and corporate clients across both markets.

Head of marketing, owned the full production lifecycle for all projects. Managed design team and freelancer network to deliver training materials, media coverage, and video production on time across +50 concurrent and sequential projects.



4

Brands managed simultaneously

1200 +

Training programs

12mo

Max project duration

2

Markets UAE & KSA

Training & Materials Production

Design · Print · Production 2023–2026

Every workbook. Every rollup. Every flashcard.
All designed and produced in-house, across +1,200 programs.



→ OVERVIEW

Designed and produced the full range of training materials for all Taaeen projects covering participant books, facilitator guides, activity booklets, rollup banners, flashcards, certificates, and branded collateral. Coordinated printing with vendors across UAE and KSA. Materials ranged from single-day programs to -12month learning journeys covering soft skills, leadership, and professional certifications.

Books & Workbooks

Participant guides ·
Facilitator manuals

Flashcards

Learning
reinforcement tools

Booklets & Handouts

Activity sheets · Quick
reference cards

Certificates

Graduation ·
Program completion

Rollup Banners

Event branding ·
Program launches

Branded Collateral

Folders · Lanyards ·
Giveaways



Designed all materials or briefed and reviewed freelance designers, maintained brand consistency across +1,200 programs while coordinating printing with UAE and KSA vendors.



Media & Video Production

Photography · Videos · Testimonials · 2023–2026

Every project had a story. We made sure it was told, through photography, video, and attendee voices.



→ OVERVIEW

Managed full media coverage for all +50 Taaeen projects, including on-site photography, progress video documentation, highlight reels, and attendee testimonial videos. Delivered coverage for major clients including ADNEC, ADNOC, DAMAC, MISK, DGE, STC, Nokia, and more across both markets.



Managed and directed all media production, briefed photographers and videographers, reviewed all outputs, and maintained brand-aligned media library for +50 projects across UAE and KSA.



Event Photography

Every project · On-site coverage

Progress Videos

Mid-project documentation

Highlight Reels

End-of-project summaries

Testimonials

Attendee interviews · Impact stories

Social Content

LinkedIn · Instagram · Stories

Client Coverage

ADNEC · ADNOC · MISK · DGE +

Freelancer & Network

Building the Infrastructure to Scale · 2026–2023

Couldn't scale alone. So I built a network, vetted, briefed, and managed to deliver like a full agency.



→ OVERVIEW

Built a structured network of freelancers to support Taaeen's growing project volume, covering graphic design, photography, videography, translation, and printing coordination. Managed briefing, quality control, deadlines, and brand consistency across all freelance outputs. Network was the foundation that enabled solo delivery of +50 projects before the in-house team was built.

Graphic Designers

Training materials ·
Branding · Print

Photographers & Videographers

Events · Projects ·
On-site coverage

Print Coordinators

UAE & KSA vendor
management

Media Buyers

.....

→ Numbers

33

Freelancers
in network

6

Specializations

50+

Projects
supported

Campaigns

LinkedIn · Meta · Google · UAE & KSA · 2026–2023

Built and ran campaigns across three platforms, driving leads for CIPD, CIPS, TFS+, and Setup+ in UAE and KSA simultaneously.

Setup+

TFS+

AI+

Skills+

Taaeen Group

→ OVERVIEW

Planned and executed digital campaigns across LinkedIn, Meta, and Google for Taaeen's certification programs (CIPD, CIPS), financial services (TFS+), and business formation (Setup+). Managed campaign strategy, audience targeting, creative briefing, and performance optimization across both UAE and KSA simultaneously.

→ Numbers

5

Platforms
LinkedIn·Meta·Google

5

Products
campaigned

2

Markets
UAE & KSA

Media & Content

Social · Video · Print · Training · 2026–2023

Every post, every video, every brochure, all produced in-house across 3 brands and 2 markets.

Setup+

TFS+

AI+

Skills+

Taaeen Group

→ OVERVIEW

Managed the full content operation for Taaeen Group, monthly social media calendars for Taaeen, TFS+, and Setup+ across LinkedIn and Instagram in UAE and KSA. Supervised production of brand videos, event highlights, and training content. Designed and produced corporate brochures, event materials, and printed collateral for all sub-brands.

“

Managed strategy, creation, review, and publishing across all channels and formats. Worked directly with designers, video editors, and copywriters to maintain brand consistency across every touchpoint.

”

→ Numbers

3

Brands managed

12

Monthly content calendar

2

Markets UAE & KSA

Events & Celebrations

UAE & KSA

From a blank page to a stage, every event built, managed, and delivered to represent Taaeen at the highest level.

Taaeen Group

→ OVERVIEW

Over 3 years, led the planning and execution of 9 events across UAE and KSA ranging from professional development conferences and graduation ceremonies to corporate team building and international conference booths. Events covered government entities, regional HR bodies, and corporate clients. Until 2024, every event was planned and delivered solo.

From 2025, a team was in place.

Each event included end-to-end

management, **venue, vendors, branding, marketing, social media coverage, photography, and on-ground operations.**

Taaeen



→ Numbers

9

Events

17K

Total attendees

1

Award, Best social media

1.5

Events & Celebrations

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CIPS & CIPD

Abu Dhabi 2023, Twin Events

900

Total attendees
(2 × 450 events)

Solo execution
2 events same year
Zero to full delivery

Planned and executed two major professional development events in the same year, **CIPS Abu Dhabi** and **CIPD Abu Dhabi**, both built entirely from scratch and delivered independently. Covered venue coordination, vendor management, event branding, marketing communications, attendee management, social media coverage, and full on-ground operations for both events.



Click here to more details [↗](#)



MY ROLE

Sole event manager for both events, handled every aspect of planning and execution from concept to delivery. Responsible for venue, vendors, branding, invitations, marketing, photography, social media, and on-ground operations for 450 attendees × 2.

Emirati Women's Day

Abu Dhabi - 2023

250

Total attendees
(2 × 450 events)

250

Total attendees
(2 × 450 events)

Taaeen Group served as Main Sponsor of CIPD Gala Awards Dubai for two consecutive years, one of the largest HR recognition ceremonies in the region. Managed full sponsorship activation including brand presence, booth experience, social media coverage, and delegation coordination. Scaled up activation in 2025 with expanded presence and a larger delegation.



Click here to more details [↗](#)



MY ROLE

Led full sponsorship activation both years, coordinated brand presence, managed delegation logistics, drove pre-event and live social media coverage, and represented Taaeen on a 1,200 person regional stage.

CIPD Gala Awards

Dubai 2024 & 2025

2,400

Total attendees
(2 × 450 events)

Main Sponsor
2 years running
Regional HR stage

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ATD Conference

UAE 2025 & KSA 2024

6,200

Total attendees
across both events

1 Award Won
Best Company
Social Media, AUH

Represented Taaeen at (ATD Riyadh 5,000) 2024 attendees), first major KSA conference presence, managed booth solo.

Returned at ATD Abu Dhabi (3,000) 2025 attendees) with a full team, managed live social media coverage, and won Best Company on Social Media, competing against regional and international brands.



Click here to more details [↗](#)



MY ROLE

Led both ATD booth experiences, managed setup, delegate engagement, real-time social media coverage, and the full team at ATD AUH 2025. Won Best Company on Social Media award.

Taaeen CIPD Graduation

Abu Dhabi 2025

+550

Total attendees

First Taaeen
graduation ever

Planned and executed Taaeen's first CIPD graduation ceremony from scratch, marking the completion of the first cohort of CIPD-certified professionals. Managed venue, ceremony design, certificates, guest experience, photography, social media coverage, and post-event communications independently.



Click here to more details [🔗](#)



MY ROLE

Led a team of 3 to build and deliver Taaeen's first graduation ceremony from scratch, responsible for the full event strategy while overseeing venue coordination, ceremony design, guest experience, and social media coverage.

DGE Workshop

Abu Dhabi 2026

+350

Total attendees

Government client
Highest protocol

Planned and executed a professional workshop for the Department of Government Enablement (DGE) requiring the highest level of precision and government protocol. Managed all logistics, coordination with the entity, branding, attendee communications, and on-ground delivery from scratch.



Click here to more details [↗](#)



MY ROLE

Led full delivery for a government client, managed DGE coordination, venue setup, government protocol compliance, event branding, and all on-ground operations independently.

Al Inma Bank

Team Building - Riyadh KSA 2024

+250 Corporate KSA client
Full execution
Total attendees

Planned and executed a full team building event for Al Inma Bank, one of Saudi Arabia's leading financial institutions, from scratch. Managed concept, activities design, vendor coordination, branding, and on-ground delivery for a -250person corporate event in Riyadh KSA.



Click here to more details [↗](#)



MY ROLE

Led the full event delivery for Al Inma Bank in KSA concept development, vendor coordination, activities, branding, logistics, and on-ground execution.

Let's Build What's Next, Together



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