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Hazem Mahsub

Marketing Director | Corporate & Agency - Enterprise Marketing Leader

Riyadh, Saudi Arabia (Transferable Iqama) | +966 53 721 6147 | contact@hazemmahsub.com |
https://www.linkedin.com/in/hazemmahsub | https://www.hazemmahsub.com

PROFESSIONAL SUMMARY

Marketing leader with 12+ years leading enterprise and government marketing programs across Saudi Arabia and MENA. Ex-Meta professional with director-level ownership of strategy, budgets, KPIs, and stakeholder management for PIF-backed and tier-one accounts including Roshn, AHAD, Saudi Halal, STC Pay, Jabal Omar, and Al Othaim Investment. Proven track record directing cross-functional teams of 70+, managing agency operations, and delivering C-suite-ready proposals. 700+ campaigns and 200M+ views across managed portfolio.

CORE COMPETENCIES

Marketing Director & Head of Marketing Leadership • PIF, Enterprise & Government Account Management • Stakeholder Management & C-Suite Presentations • P&L & Budget Ownership • Cross-Functional Leadership (Teams of 70+) • Agency Management & Vendor Oversight • Full-Funnel Campaign Strategy • Proposal Development & Client Solutions • Brand Marketing & Activations • Performance Marketing & Paid Social • Digital Marketing Strategy & SEO • KPI Frameworks, Reporting & Dashboards • PMP-Certified Program Management

PROFESSIONAL EXPERIENCE

Marketing Manager | N24 Marketing Agency

August 2024 – Present | Riyadh, Saudi Arabia

- Own director-level strategy, budgets, KPIs, and reporting for tier-one Saudi accounts including Roshn, AHAD (PIF), Saudi Halal (PIF), STC Pay, and Jabal Omar.
- Delivered the Al Othaim Investment FIFA World Cup 2026 fan-zone activation (Othaim Arena) across 5 malls, combining on-ground arenas with paid and organic social, reaching 200M+ in social reach through the group stage.
- Lead cross-functional teams of 70+ across media buying, content, creative, production, events, and digital operations.
- Manage senior stakeholder relationships and deliver C-suite-ready proposals, presentations, and branded activations.
- Direct agency operations including brand positioning, website relaunch, SEO, and digital platform growth initiatives.
- Oversee full-funnel programs spanning paid social, content strategy, creative direction, and enterprise account management.

Key accounts: Roshn · AHAD (PIF) · Saudi Halal (PIF) · STC Pay · Jabal Omar · Al Othaim Investment · Tawuniya · Daman · Sela

Media Buyer | Team Leader | N24 Marketing Agency

August 2023 – July 2024 | Riyadh, Saudi Arabia

- Led cross-functional marketing team spanning media buying, content, design, and account management.
- Owned P&L-aligned media budgets and performance KPIs for real estate and hospitality key accounts.
- Spearheaded Jabal Omar Hajj campaign delivering 80M+ views across TikTok, Instagram, and YouTube.
- Built scalable media buying operations and agency vendor management processes.

Key accounts: Jabal Omar · Roshn · Al Othaim Investment · Kidana · Armal · Site

Marketing Manager | A.M Media Production

May 2022 – May 2023 | Cairo, Egypt

- Owned strategy and client relationships for a portfolio of 30+ brand accounts.
- Secured distribution rights across 150+ digital platforms; partnered with MBC and leading Saudi media outlets.
- Directed cross-channel promotional campaigns for Orange, Egypt Air, Riyadh Season, and Rotana.

Key accounts: Orange · Egypt Air · Cityscape Kuwait · Riyadh Season · Rotana · Anghami

Marketing Consultant, Media Buyer & Creative Director | Freelancer (+20 Agencies)

October 2021 – April 2022 | Cairo, Egypt | Remote for clients in KSA, UAE & USA

- Delivered creative strategy and tailored campaign plans as independent Creative Director across 20+ agencies.
- Managed end-to-end brand campaigns for Jumia, Vodafone, Pepsi, and QNet Dubai.
- Built stakeholder-ready proposals and multi-market campaign frameworks.

Key accounts: Jumia · Vodafone · Pepsi · QNet Dubai

Marketing Head | VOX Cinemas – Egypt

March 2021 – September 2021 | Cairo, Egypt

- Led post-COVID recovery strategy as Marketing Head with full ownership of promotional budgets and KPIs.
- Increased box office revenue through data-informed promotions and audience segmentation.

Key accounts: VOX Cinemas

Marketing Manager | Film Of Egypt

August 2017 – February 2021 | Cairo, Egypt

- Directed launch campaigns for 5 films across 40 cinemas with full-funnel promotional ownership.
- Negotiated distribution deals with Netflix, Shahid, and major TV channels.
- Managed premiere events, PR coverage, and stakeholder communications.

Key accounts: Film Of Egypt · Netflix · Shahid

Team Leader & Media Buyer | Cube Advertising

January 2016 – July 2017 | Cairo, Egypt

- Executed 200+ promotional campaigns for artists across Egypt, Saudi Arabia, and Lebanon.
- Led cross-platform media strategies for entertainment brands and two major film releases.

Key accounts: Maqam Media Production

Video Experiment Optimization Developer | Meta (Facebook)

April 2015 – November 2015 | Remote from Egypt, then on-site in the United States

- Direct, full-time Meta employee; relocated on-site to the United States to complete project delivery.
- Contributed to Meta video experiment optimization at global platform scale.
- Analyzed video performance signals, user interaction patterns, and A/B test outcomes.
- Participated in cross-functional workshops on content performance and user behavior.

Senior Social Media Specialist | Cube Music Agency

February 2014 – March 2015 | Cairo, Egypt

- Managed social media strategy and community engagement for music industry clients.

Marketing Specialist | LifeStyle Media

March 2013 – January 2014 | Remote from Egypt (Lebanon-based agency)

- Supported brand communication and digital campaign execution.

SELECTED IMPACT

- 12+ years of marketing leadership across enterprise, government, and entertainment sectors in KSA and MENA.
- Director-level ownership of strategy, budgets, KPIs, and client stakeholder management for PIF and tier-one Saudi accounts.

- Led and directed cross-functional marketing teams of 70+ across media buying, content, creative, production, events, and digital operations.
- 200M+ social reach — Al Othaim Investment World Cup activation across 5 malls (group stage).
- 80M+ views — Jabal Omar Hajj destination campaign | 200M+ views across managed campaign portfolio.
- 700+ marketing campaigns | 3,000+ creative assets | 700+ brands and accounts supported across Egypt and KSA.

CERTIFICATIONS & LICENSES

- Project Management Professional (PMP) — Project Management Institute (PMI)
- AI Adoption: Driving Business Value and Impact — MIT Sloan School of Management
- Certified Brand Manager — Association of International Product Marketing & Management (AIPMM)
- Exercising Leadership: Foundational Principles — Harvard University (HarvardX online course)
- Google Digital Marketing & E-commerce Professional Certificate — Google
- Google Analytics Certification — Google
- HubSpot Content Marketing Certification — HubSpot
- Hootsuite Social Marketing Certification — Hootsuite

EDUCATION

Master of Business Administration — Marywood University (In Progress)
Bachelor's Degree, Computer Science — The British University in Egypt
Diploma, Graphic Design — Adobe Digital Learning