

PORTFOLIO · DIGITAL COMMUNICATIONS

Ahmed Hussein

DIGITAL COMMUNICATIONS DIRECTOR

UAE GOLDEN VISA HOLDER

Digital and social media director with 15+ years of experience leading large-scale digital communications, social media ecosystems, digital transformation, and integrated campaigns across government entities, agencies, and major UAE organisations — advising senior stakeholders, leading cross-functional teams, managing multi-million-dollar media budgets, and implementing AI-enabled content strategies that deliver measurable growth.

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Selected achievements.

\$5M+

Annual media budgets managed

Optimizing ROI across multi-channel digital and media campaigns.

5+

Brand & event launches delivered

Including Abu Dhabi Water & Power Week, Barq EV, Abu Dhabi Summer Sports, and the mySeva and CartNet credit cards.

0→1

Digital teams built from scratch

Built and scaled cross-functional teams — content, creative, video, and media buying — with clear workflows, coaching, and delivery standards.

1M+

Qualified leads generated

Through integrated digital campaigns and performance marketing.

15+

National-scale events covered

Including ADSW, IDEX, ADIPEC, GITEX, WETEX, ISNR, Global Media Congress, and ADIBS — reaching millions of users.

C-suite

Strategic advisor to leadership

Trusted counsel to senior stakeholders — translating business goals into digital strategy, KPIs, and measurable campaign plans.

50+

Government & event platforms led

Driving audience growth and engagement at national scale.

AI

AI-first marketing & content

Embedded AI across the full content lifecycle — ideation, production with Runway, Midjourney, and KlingAI, targeting, and personalization.

24/7

Crisis & rapid-response comms

Led crisis communication workflows ensuring accurate, controlled, and timely messaging in government-grade environments.

15 years of digital leadership.

2025 — May 2026

**Al Sayegh
Worldwide**

Abu Dhabi, UAE

Digital Communications Director

- Develop and lead integrated digital communication strategies across all platforms, aligned with business objectives and stakeholder priorities.
- Direct major campaigns, launches, and large-scale event coverage — keeping strategy, creative direction, and execution consistent.
- Act as strategic advisor to senior stakeholders; lead and scale cross-functional teams across content, creative, video, and media buying.
- Own KPIs, workflows, and delivery standards; lead influencer strategy and crisis communication plans.

2022 — 2025

**Abu Dhabi
Department of
Energy**

Abu Dhabi, UAE

Digital Content Specialist

- Developed and executed digital strategies across website, intranet, SEO/SEM, mobile app, and social channels for a government entity.
- Launched and led flagship awareness campaigns — including "Use It Wisely" and "Your Safety Is Our Priority" — from creative ideation and planning through production, publishing, and performance review.
- Managed bilingual social accounts, content calendars, and website content to government communication standards.
- Drove content formats across video, imagery, and animation; provided creative leadership on audience engagement.

EXPERIENCE

2022

Four Communications

Abu Dhabi, UAE

Account Director, Social & Digital Media

- Led digital strategy across flagship accounts: ADNEC Group, IDEX, Global Media Congress, Abu Dhabi International Boat Show, ADIFE, ADNEC Services, UMEX/SIMTEX, ISNR, Al Ain Convention Centre, and Capital Hospitality.
- Planned content calendars and produced bilingual content across Instagram, Facebook, LinkedIn, Snapchat, TikTok, and YouTube.
- Provided strategic counsel to clients' senior management; ensured strategic and creative excellence of team output.
- Supported new business — from opportunity qualification to leading pitch teams and client presentations.

2019 — 2022

ASDA'A BCW

Abu Dhabi, UAE

Senior Account Manager, Social & Digital Media

- Oversaw digital builds end-to-end — websites, mobile apps, games, intranets, SEO/SEM, and video — from SOW and vendor selection through post-launch monitoring.
- Delivered social coverage and creative activations for major events: ADSW, WUC, WETEX, and GITEX.
- Built relationships with agencies, influencers, and online media locally and globally.
- Developed, tracked, and reported KPIs to surface insights and optimization opportunities.

EXPERIENCE

2014 — 2019

Finance House

Abu Dhabi, UAE

Senior Digital & Social Media Specialist

- Launched the mySeva and CartNet credit cards — brand rollout, websites, and digital acquisition campaigns.
- Ran digital campaigns across SEO, SEM, social, email, and programmatic — keyword research to A/B testing, daily optimization, and conversion tracking.
- Delivered digital projects with internal departments: Samsung Pay, Google Pay, chatbot, WhatsApp and online banking, corporate websites, annual reports, and mobile apps.
- Managed designers, video producers, and copywriters; built strong agency, influencer, and vendor relationships.

2013 — 2014

Al Sayegh Worldwide

Abu Dhabi, UAE

SEO & SEM Specialist

- Managed integrated digital marketing across SEO, SEM, social, and paid channels to drive traffic and lead conversion.
- Optimized performance campaigns — improving ROI, CPA, CTR, and conversion; conducted competitive analysis and market research.

2012 — 2013

New Horizons

Abu Dhabi, UAE

Marketing Specialist

- Executed integrated marketing across digital and traditional channels — events, social, SEO/SEM, email, and advertising.
- Maintained the company website, tracked performance, and coordinated events, conferences, and exhibitions.

CAPABILITIES

Skills & credentials.

CORE COMPETENCIES

Digital Communications Strategy

Social Media Strategy

Government Communications

Digital Transformation

Integrated Campaigns

Media Buying

Performance Marketing

Lead Generation

SEO & SEM

Data Analytics & KPI Reporting

Content & Editorial Direction

Crisis Planning & Management

Influencer & KOL Partnerships

AI in Marketing

Stakeholder Management

Team Building & Scaling

Strategic Leadership

Team Management

Marketing Strategy

Internal Communications

Thought Leadership Content

TOOLS & PLATFORMS

Salesforce · Sitecore · WordPress · Magento · Joomla · SEMrush · Moz · Brandwatch · Carma · Emplifi · Hootsuite · WebEngage · Adobe Photoshop · Illustrator · After Effects · Runway · Midjourney · KlingAI · HTML

CERTIFICATIONS

- Google Analytics Certified
 - Google Search Ads Certified
 - Google Search Ads 360 Certified
 - Google Display & Video 360 Certified
 - Google Ads Display Certified
 - Google Shopping Ads Certified
- Google Creative Certified
 - HTML5 Studio Certified
 - Bing Ads Accredited Professional
 - Project Management Professional
 - International Certificate in Marketing

EDUCATION

Bachelor of Commerce, Accounting

Ain Shams University — Faculty of Commerce

2006 — 2010

LANGUAGES

Arabic (native) · English (fluent) — bilingual content direction across all campaigns

EVENT COVERAGE

National-scale event coverage.

Directed live digital coverage for the UAE's flagship exhibitions and summits — real-time bilingual content, on-ground production teams, influencer and KOL activations, media relations, and rapid-response newsrooms — reaching millions of users per event.

Abu Dhabi Water & Power Week

IDEX & NAVDEX

ADIPEC

GITEX

ADSW

WETEX

Global Media Congress

Abu Dhabi Int'l Boat Show

ISNR

SIAL Abu Dhabi

UMEX / SIMTEX

World Utilities Congress

ADIFE

Abu Dhabi Summer Sports

WHAT COVERAGE INCLUDES

Live bilingual newsroom & content war room · Real-time stories, reels & snaps from the show floor · VIP visits and keynote coverage · Influencer & KOL programs · Speaker and exhibitor amplification · Paid boost strategy during event windows · Daily performance reporting to leadership

THE NUMBERS

50+

GOVERNMENT & EVENT
PLATFORMS LED

15+

FLAGSHIP EVENTS
COVERED & LAUNCHED

Millions

USERS REACHED PER
CAMPAIGN

How I lead digital.

01

Strategy before content

Every channel, calendar, and campaign traces back to a business objective. I translate stakeholder goals into digital strategies with defined KPIs — so creative decisions are measurable decisions.

04

Performance is the proof

Budgets earn their keep. Media buying across Meta, Google, LinkedIn, Snapchat, and TikTok is run on conversion efficiency — daily optimization, transparent reporting, and ROI accountability.

02

AI as a force multiplier

I embed AI across the content lifecycle — ideation, production (Runway, Midjourney, KlingAI), targeting, and personalization — to raise output quality and speed without raising headcount.

05

Teams that scale

I build and coach cross-functional teams — content, creative, video, media buying — with clear workflows and delivery standards, so quality holds as volume grows.

03

Government-grade rigor

Years inside government and semi-government environments taught me approval workflows, bilingual precision, and crisis-ready messaging. Speed matters, but accuracy and control come first.

06

Influence through people

Platforms change; relationships compound. I invest in influencer and KOL partnerships, media relations, and community trust as long-term brand infrastructure.

Brands & events I launched.

A selection of launches across government platforms, national infrastructure, public events, and banking products.

ABU DHABI DEPARTMENT OF ENERGY · EVENT LAUNCH

Abu Dhabi Water & Power Week (ADWPW)

Led the digital launch of Abu Dhabi's new flagship platform for the water and power sectors — announced under the directives of H.H. Sheikh Khaled bin Mohamed bin Zayed, Crown Prince of Abu Dhabi. Directed the announcement campaign, brand rollout, and digital ecosystem build-out across channels, positioning the inaugural edition at ADNEC Centre Abu Dhabi in alignment with the 2026 UN Water Conference co-hosted by the UAE.

Inaugural

EDITION LAUNCHED
FROM ZERO

National

PLATFORM UNDER
CROWN PRINCE
DIRECTIVES

Global

ALIGNED WITH THE
2026 UN WATER
CONFERENCE

ABU DHABI DEPARTMENT OF ENERGY × TAQA DISTRIBUTION · BRAND LAUNCH

Barq — Ultra-Fast EV Charging Network

Led the digital launch of Barq, Abu Dhabi's ultra-fast EV charging brand — go-to-market campaign, launch communications, and channel rollout timed to Abu Dhabi Sustainability Week, supporting the emirate's sustainable mobility and Net Zero 2050 agenda.

50+

ULTRA-FAST CHARGERS
AT LAUNCH

360_{kw}

CHARGING CAPACITY
PER STATION

100_{km} / 3_{min}

RANGE DELIVERED PER
CHARGE

4th

EVERY FOURTH SESSION
FREE — A UAE FIRST

LAUNCHES

ADNEC GROUP · EVENT LAUNCH

Abu Dhabi Summer Sports

Launched the digital presence for ADNEC's summer sports festival — building the brand's social channels from zero, producing bilingual content, and running activation campaigns such as "Ring the Bell" club and community editions and Circuit X, driving bookings and family attendance throughout the summer season at ADNEC.

FINANCE HOUSE · PRODUCT LAUNCH

mySeva Credit Card

Launched Finance House's purpose-driven card — one of the few cards in the market where cashback can be donated to charity — with its own standalone brand, dedicated website, and digital acquisition campaigns across social and search, supported by a companion prepaid card and digital wallet integrations.

FINANCE HOUSE · PRODUCT LAUNCH

CartNet Credit Card

Led the digital go-to-market for CartNet — launch communications, landing pages, and performance campaigns across owned and paid channels, driving card applications alongside the group's wider retail banking portfolio.

SELECTED WORK

Case studies.

GOVERNMENT · AWARENESS CAMPAIGN · NOW AN ANNUAL PROGRAM

Abu Dhabi Department of Energy — "Use It Wisely"

A Ramadan campaign promoting energy-efficient practices at home as an act of national commitment — built around conservation tips, an Energy Saving Competition, and a Power-free Family Activity Challenge across Instagram and Snapchat. "Use It Wisely" continues today as the DoE's annual program — its Ramadan 2026 edition, "More Mindful, More Blessed," delivered 325K+ reel views on Instagram alone.

3.5M

TOTAL STORIES &
SNAPS VIEWS

809K+

COMBINED
IMPRESSIONS

770

STORIES & SNAPS
PUBLISHED

91K+

VIDEO VIEWS

116

COMPETITION
PARTICIPANTS

GOVERNMENT · CAMPAIGN LAUNCH · NOW AN ANNUAL PROGRAM

Abu Dhabi Department of Energy — "Your Safety Is Our Priority"

Launched the DoE's summer safety campaign promoting safe electricity, gas, and water practices during peak heat — awareness content, community sessions, and field activations. It now runs as the Department's annual summer campaign, integrated with "Use It Wisely."

INSURANCE · ACQUISITION CAMPAIGN

Insurance House — "Insure & Win a Car"

Launched a year-long acquisition campaign giving customers and brokers the chance to win a Chevrolet Malibu every month with any policy purchase — digital strategy, lead-generation funnels, and always-on social and paid media, followed by a second giveaway campaign for mobile devices. The campaign drove record lead volumes and supported the company's commercial turnaround: during the campaign year, net profit more than doubled year-on-year.

1car/mo

CHEVROLET MALIBU
MONTHLY DRAW
AHMED HUSSEIN

2×

NET PROFIT GROWTH
DURING CAMPAIGN
YEAR

8mo

EXTENDED RUN — MAY
2018 TO JAN 2019
DRAWS

SELECTED WORK

BANKING · DIGITAL TRANSFORMATION

Finance House Group — Six-Website Revamp

Rebuilt six group websites on WordPress — responsive, secure, and fully editable — migrating 30,000+ pages with zero loss of existing SEO rank.

2.4K%

MORE LEADS
GENERATED

+42%

ORGANIC TRAFFIC

-25%

BOUNCE RATE

+800%

EMAIL SUBSCRIBERS

+76%

TIME ON SITE

+68%

VISITORS VIA SOCIAL

EDUCATION · LEAD GENERATION

New Horizons Computer Learning Center

Intensive one-month campaign to win Google visibility and qualified leads on a limited budget, ranking first-page for the region's core IT-training keywords.

250

AVG. LEADS / MONTH

-370%

COST PER CONVERSION

+40%

ORGANIC TRAFFIC

4000%

FACEBOOK FOLLOWER
GROWTH

EDUCATION · PERFORMANCE MARKETING

Expression Training Center

Repositioned the offer around researched demand (IELTS, Arabic, Russian), added a 30% promotion, and revamped the site — 4.5× the leads on the same budget.

450

AVG. LEADS / MONTH

5.8%

AVG. CONVERSION
RATE

3000%

INSTAGRAM FOLLOWER
GROWTH

+900%

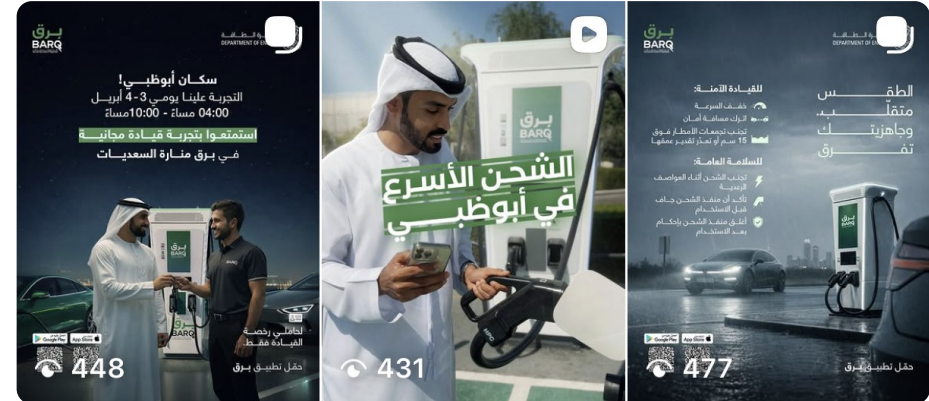
NEWSLETTER DATABASE

Latest work.

Ramadan 2026 — "More Mindful, More Blessed" campaign films for the Department of Energy, and the Barq EV launch and Ramadan content series.



DOE · RAMADAN 2026 — "MORE MINDFUL, MORE BLESSED"



BARQ EV · LAUNCH & RAMADAN CONTENT SERIES

325K+

COMBINED REEL VIEWS,
INSTAGRAM ALONE

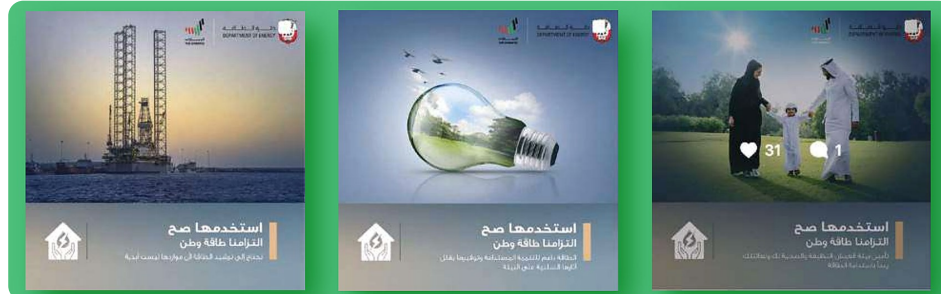
25-53K

VIEWS PER CAMPAIGN
FILM

WORK SAMPLES

Campaign work in the wild.

A selection of bilingual social content produced and published under my direction.



ABU DHABI DEPARTMENT OF ENERGY



ADNEC GROUP



IDEX & NAVDEX



GLOBAL MEDIA CONGRESS



ABU DHABI INTERNATIONAL BOAT SHOW



ABU DHABI SUMMER SPORTS

Brands I've worked with.

ADNEC Group

Global Media Congress

Al Ain Convention Centre

Abu Dhabi University

Khawarizmi Training

Landmark Group

Rivière Water

Beverly Hills Medical Centre

eMart

IDEX & NAVDEX

Abu Dhabi Int'l Boat Show

Department of Energy

Finance House

New Horizons

Godiva

Hot Boxx

Jmaloo Beauty

ICT

UMEX / SIMTEX

Abu Dhabi Int'l Food Exhibition

Dept. of Culture & Tourism

Insurance House

Sorbonne University

Il Forno

Boom Gym

Almariah Transport

Servcorp

ISNR

SIAL Abu Dhabi

Abu Dhabi Airports

Capital Hospitality

Tourism 365

Brooklyn Bean Roastery

Peak Fitness

Al Ain Oasis Holidays

Abu Dhabi Retirement Fund

CONNECT WITH ME

Thank you.

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