

# Abrar Aldossari,

An experienced event management and marketing professional with 3+ years of expertise in planning events, driving marketing strategies, and enhancing brand engagement. Adept at managing logistics, working with vendors, and leading cross-functional teams to deliver seamless and impactful events. Proven track record of boosting event attendance and improving marketing campaign results through creative and strategic initiatives.

#EventManagement #Marketing #ProjectCoordination

Riyadh, Saudi Arabia

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[My Portfolio](#)

## Education



### King Saud University

- Riyadh

#### Marketing | 2015 – 2020

- Bachelor's degree | GPA: 4.25
- Minor in Business Administration

## Experiences

Mar 2023 - Present



### Marketing and Communication at National Museum,

- Led the coordination multicable projects related to marketing department.
- Reviewing and RFP documents
- Managed vendor relationships and worked closely with the Ministry of Culture and Museums Commission to ensure seamless process.
- Developed and executed marketing strategies for event promotion through social media, driving visitor engagement and attendance.
- Supervised the redesign of the museum's website, coordinating photo shoots and content creation.

Sep 2021 – Mar 2023



### Baranding and Graphic designer at SAFE

(National Security Services Company)

- Coordinate internal events and campaign collaborating with cross functional teams to drive engagement also provided comprehensive project support for external events.
- Ensuring brand consistency and seamless execution.
- Designed branded uniforms and vehicle graphics for the security team, ensuring alignment with updated brand standards.
- Led internal branding projects, driving the enhancement and consistency of the SAFE brand across all platforms.

Jan 2020 – Sep 2021



### Project Manager at Hmzah

(Local Marketing Agency)

- Coordinated and managed promotional and corporate events, overseeing all stages from concept development to execution.
- Communicated with vendors to arrange event logistics, including venue setup, catering, and audio-visual equipment.
- Led cross-functional teams.
- Developed marketing strategies that increased client engagement, including writing technical and financial proposals for key projects.
- Developed integrated marketing strategies for events, including online promotion, social media campaigns, and post-event follow-ups to measure success.

## Skills



Event Planning & Coordination



Creative Thinker



Marketing Strategy & Campaign Management



Willingness to Learn



Team Management

Language

AR EN

## Projects Highlight and Achievements



### The National Museum | 2023

- Spearheaded the complete redesign of The National Museum's website.
- Initiated and developed: Brand guideline, communication guideline, TOV and images library.
- Project support for Hijrah Exhibition.



### SAFE | 2022

- Designed and executed over 40+ internal campaign materials and 20+ social media posts, significantly improving brand alignment.
- Project support at: internal events for employees, Future Aviation Forum and World Defense Show event.



### SIJIL | Website Development project | 2021

Led the creation and content strategy for SIJIL's website.



### Ma'aden | Yearend event | 2020

- led the year-end event by creating a detailed plan, coordinating with vendors, and securing client approvals, ensuring a successful and seamless execution.



### SABIC | Videos announcements | 2020

Managed the production of internal announcement videos, creating project plans and reviewing scripts to meet client needs. Coordinated with a sister company for shoots and contributed to scriptwriting and location selection, enhancing internal communication.



### HungerStation | 2019

- Played a key role in executing multiple high-impact campaigns, including Yellow Friday and Breast Cancer Awareness which collectively **generated orders:**  
**Zahra: 63,316 SR and Yellow Friday: 5631 SR.**
- Contributed innovative ideas for Snapchat lenses and digital offers, driving significant customer engagement and brand visibility during key promotional periods.  
**Impression: 5,725,175**