

# Abrar Aldosari

To leverage my strategic thinking and creative flair to develop and implement innovative marketing and event strategies that drive brand awareness, customer engagement, and business growth. By combining data-driven insights with imaginative execution, I aim to deliver exceptional results that exceed expectations.

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

- Lead 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



### Branding 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.
- Lead 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.
- Lead 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.

## Core Competencies



Event Planning



Project Management



Marketing strategy



Content Strategy



Brand strategy



Website Engagement



Campaign Planning



Promotion Materials

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

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



### Ma'aden | Yearend event | 2020

- lead 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**