



# RAYAN H. ALAWI

MARKETING • BRANDING • CONSULTANCY  
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## CORE COMPETENCIES

Strategic Marketing Leadership  
Brand Strategy & Positioning  
Integrated Marketing Campaigns  
Performance Marketing  
Growth Strategy & Revenue Acceleration  
Creative Direction  
Client Portfolio Management  
Lead Generation & Funnel Optimization  
Business Development & Agency Growth  
Digital Transformation & Expansion

## EXECUTIVE SUMMARY

Strategic marketing and business growth executive with 12+ years of experience leading agency operations, brand transformation, revenue acceleration, and full-funnel marketing strategy across Saudi Arabia. Proven track record of building and scaling businesses, managing major client portfolios, driving user acquisition, improving profitability, and delivering measurable commercial impact across technology, investment, real estate, healthcare, contracting, and business services sectors.

## TOOLS & TECHNOLOGY

**Marketing & Advertising:** Google Ads, Meta Ads Manager, TikTok Ads Manager, Google Analytics, Google Tag Manager, Adjust, AppsFlyer  
**Creative & Design:** Adobe Photoshop, Adobe Illustrator, Figma, Adobe XD, Canva, Procreate, Adobe Premiere, Kling, Higgsfield, After Effects,  
**CRM & Automation:** HubSpot, Zoho, Salesforce, Hootsuite, Buffer,  
**Project & Team Management:** Notion, Slack, Lark, Asana, Trello, Whatsapp business, Microsoft Teams, Google Chat  
**Reporting & Productivity:** Excel, Performance Dashboards, Zoho Books, ChatGPT, Claude, Perplexity, Google Labs, Gemini, Lovart, Krea, Lovable, Grok, Suno, Kling, Skywork, Freepik

## INDUSTRY EXPERTISE

Marketing Agencies & Creative Services  
Real Estate & Investment  
Fitness & Consumer Apps  
HR Platforms & Recruitment  
Business Services & Outsourcing  
Government & Enterprise Programs  
Healthcare  
Retail, F&B, and Hospitality  
Contracting & Commercial Services  
Maintenance and Cleaning Services

Experienced in leading marketing agencies as revenue-generating business units, overseeing integrated services including brand strategy, creative direction, performance marketing, lead generation, growth planning, digital transformation, investor communications, and commercial consulting. Strong cross-functional leader with a history of managing high-value client relationships, building internal teams, and translating business goals into scalable, high-performing marketing systems.

## PROFESSIONAL EXPERIENCE

### Managing Director

#### Catscan Marketing Agency | 2025 - Present

- Lead full-service marketing delivery for key accounts including FitPod, Entshaar, and Miyar Capital, overseeing strategy, creative, performance marketing.
- Scaled FitPod from 1,000 to 8,000 users in 3 months through growth strategy, campaign restructuring, and content optimization.
- Increased FitPod daily views by %75 through a UGC-led creative strategy and stronger short-form content execution.
- Improved Miyar Capital investor registrations by %26 through funnel optimization, targeted campaigns, and conversion-focused messaging.
- Built integrated campaign and reporting systems that delivered up to %380 ROI and maintained %43-%38 profit margins across major accounts.

### Managing Director | Marketing Consultant

#### ELMAM Marketing Agency / Marketing Arm of Alzakary Holding | 2025 - 2022

- Led marketing strategy, branding, and consulting for 30+ clients across real estate, healthcare, investment, automotive, and business services sectors.
- Scaled Sayaratech from SAR 325K to SAR 11.9M in total orders, representing %3,650 growth over 2 years.
- Increased Sayaratech daily orders from 4 to 300, delivering a %7,400 increase through campaign and funnel optimization.
- Built lead generation systems for Entshaar that generated up to 300 qualified leads per day through Google Ads and landing page architecture.
- Directed major projects for Alzakary Holding and Daman Projects, including a SAR 2.7M Cityscape activation, a 2.5x improvement in traffic quality.

### General Manager

#### Adroyts Executive Search / JobPlus App | 2022 - 2019

- Managed company operations and growth while leading the development and scale-up of JobPlus as Adroyts' HR and employment platform.
- Grew JobPlus to 50,000+ registered users and 2,000+ corporate accounts across Saudi Arabia.
- Improved user retention by %38 through engagement systems, loyalty initiatives, and automation workflows.
- Launched an in-app CV Creator feature that increased registrations by %30 and strengthened user acquisition.
- Managed SAR 14.6M in contracts with %100 SLA compliance, while reducing delivery cycle times by %35 and improving operational efficiency by %28.

### General Manager | Marketing Lead

#### Aali Al Jazera Co. / Access Code Marketing Arm | 2019 - 2014

- Led company operations and commercial growth, securing SAR 5M+ in annual contracting revenue across multiple consecutive years.
- Built and managed maintenance teams generating SAR 50K-90K per month per 3-man unit, improving operational output and service delivery.
- Supervised 70+ staff while maintaining %98 SLA compliance and increasing operational efficiency by %24.
- Executed a SAR 650K humanitarian equipment deal at a SAR 200K cost, achieving an approximate %69 margin.
- Directed marketing campaigns, increasing Elite Treat revenue from SAR 200K to SAR 500K per month and CRC Scan revenue from SAR 700K to SAR 1.2M.

## KEY ACHIEVEMENTS

- CD Horizon Arabia — Collected SAR 2.8M in 6 months through intensive recovery, follow-up, and commercial account management.
- Aali Al Jazera Alraem Co. Project — Led the signing and contracting of a SAR 6M housing construction project in Qatif.
- Aali Al Jazera Sultan City Humanitarian Project — Supplied equipment for people with disabilities valued at SAR 4.3M, serving as an approved vendor.
- Entshaar — Generated leads through always-on Google Ads campaigns, contributing to SAR 400K+ in contracts with a media budget of less than SAR 15K.
- FitPod — Delivered an Instagram traffic and reach campaign that generated 700+ direct messages, significantly increasing customer interest and inquiries.
- JobPlus — Executed a social media and influencer campaign that generated 18,000+ users in 2 days with a total cost of only SAR 1,200.
- ELMAM Marketing Agency — Ran a campaign with a budget of only SAR 400 that directly secured a client worth SAR 29K.

## SELECTED PROJECTS

Njd's Heart Branding Project — Alzakary Holding  
Daman Projects Marketing Strategy — Alzakary Holding / Daman Projects  
CD Horizon Marketing Strategy — CD Horizon Arabia  
DOM Branding Project — ELMAM Marketing Agency  
Canes Shop Fitting Project — Alshaya Group  
Seven Event Management Project — Sayaratech  
LEAP Event Management Project — Sayaratech  
Laundry Locker Branding Project — ELMAM Marketing Agency  
FitPod App UI/UX Redesign — FitPod  
JobPlus × ArabClicks Partnership Project — JobPlus  
JobPlus × TestGorilla Partnership Project — JobPlus  
Adroyts Recruitment KPI Dashboard Creation — Adroyts Executive Search

## EDUCATION

**Bachelor of Science in Marketing**  
Northern Arizona University, Flagstaff, Arizona, USA  
2015 - 2012  
**Diploma in Business Administration**  
Dorset College, Vancouver, British Columbia, Canada  
2012 - 2010  
**LANGUAGES**  
Arabic — Native  
English — Fluent  
Spanish — Basic

## AWARDS & RECOGNITION

Achievement Recognition — CD Horizon Arabia  
Collection Award — CD Horizon Arabia  
Cityscape Branding Excellence — Miyar Capital  
Marketing & Sales Excellence — Entshaar  
Achievement Recognition — JobPlus  
Team Development Recognition — Sayaratech  
Vendor Excellence — Alshaya Group  
Tamheer Award — Ministry of Human Resources  
Vendor Award Consecutive Year — Alshaya Group  
Lead Generation Recognition — Entshaar  
Certificate of Experience — Alzakary Holding  
Achievement Recognition — Aali Aljazera