Kareem Majde Abdelkader

Marketing · Multi-brand portfolio management · Digital performance · Brand & OOH

kareemmajde88@gmail.com · +966 53 684 1532 · +20 109 096 9794 · linkedin.com/in/kareem-abdelkader

PROFILE

Ten years of integrated marketing across Saudi Arabia, Kuwait and Egypt: running multi-brand portfolios, building teams, and delivering measurable results across F&B, hospitality and banking. Most recently the sole marketing lead for 14 outlets and 12 international brands across five terminals at King Khalid International Airport. Two outlets in that portfolio were regional winners at the FAB Awards 2025.

EXPERIENCE

Mar 2025 – May 2026

King Khalid International Airport, Riyadh · secondary KAIA Jeddah

Marketing Officer · SSP Arabia

- Sole marketing lead for 14 F&B outlets across 12 international brands and 5 terminals.
- Brand guardian for all 12 brands: local sign-off on every digital, print, POS and OOH asset.
- Led end-to-end marketing for six outlet openings including Caffè Nero T2, Eric Kayser T2, Pret A Manger Core and Petit, Pizza Express T1 and Jamie Oliver Kitchen in Jeddah.
- Originated Food for Flight at KKIA Riyadh and Taste of Saudi; negotiated the Roasting House partnership.
- Ran Saudi National Day 95 across Riyadh and Jeddah airports: one week of offers at every operating outlet.
- Reported weekly to two GMs and quarterly to the board and CEO.
- Two outlets in my portfolio were regional winners at the FAB Awards 2025, with one more finalist in 2025, and two Gold finalists and a Silver Award in 2026.

Jul 2023 – Mar 2025

Cairo, Egypt

Marketing & Social Media Manager · Osama Group Abroad Recruitment

- Built a 15-person marketing department from scratch.
- 3× growth in qualified B2B leads through Meta, LinkedIn and Snapchat funnels targeting corporate HR in Saudi Arabia.
- Built a full lead pipeline CRM in Google Sheets and a WhatsApp Business API workflow.

Aug – Oct 2024

Cairo, Egypt · consulting project

Marketing & Advertising Consultant · Heaven Travel

- Set up the brand's social presence at launch and built the first content engine.
- Ran the paid campaigns for the launch.

Dec 2020 – Jul 2023

Kuwait City, Kuwait

Marketing & PR Manager · Omniyat Holding & Food Master

- Two Swiss-Belinn hotels, six restaurant chains and Marafi Villas, reporting to the CEO, leading a team of five.
- 68% year-on-year Ramadan revenue growth for the group's flagship F&B brand in Kuwait, on roughly 5% marketing spend.
- 5M monthly impressions across four brands in March 2021, from the campaign report.
- Ran every influencer campaign for the group, with a tracking link and code for each creator.

Dec 2015 – Dec 2020

Kuwait City · previously Contact Center Senior Officer, E-Care

PR & Social Media Senior Officer · Commercial Bank of Kuwait

- Ran all six official channels under full banking regulatory compliance.
- Managed the agency productions behind the bank's campaign films and every influencer campaign: script, talent and agencies.
- Part of the team behind the Al-Najma Guinness World Record draw, KWD 1.5 million.
- 85+ films produced for the bank’s official channel; led a 20-person E-Care team.
- Named Star of the Quarter at Al-Tijari, Q3 2017.

AT A GLANCE

Based in
Riyadh, Saudi Arabia

Availability
immediate

Open to
Riyadh, Jeddah, Dammam, Greater Cairo

Languages
Arabic native, English professional

Education
BSc IT & Computing, Arab Open University, Kuwait

Iqama
valid and transferable

Certifications

- Brand and Marketing Integration LinkedIn Learning
- Competitive Intelligence LinkedIn Learning
- Building High-Performance Teams LinkedIn Learning · 2025
- AI as Your SEO Assistant LinkedIn Learning · 2024
- Anti-Money-Laundering diploma 2020
- GACA Airport Security Awareness 2025

CAPABILITIES

Paid media
Meta, Google Ads, TikTok, Snapchat, LinkedIn, YouTube

Measurement
KPI definition, campaign measurement, executive reporting

Creative
Photoshop, Illustrator, Premiere Pro, After Effects, drone and gimbal

Brand & ops
global brand compliance, digital OOH and CMS, RAC and JEDCO coordination