

SHEHABELDIN ASHMAWI

CREATIVE DIRECTOR & DIGITAL GROWTH LEADER

Brand Strategy | Integrated Campaigns | E-Commerce | Product & Experience Design

Riyadh, KSA | shehabelden@live.com | +966 50 414 3009 | shehabelden.com | behance.net/shehabeldin | LinkedIn

18+

YEARS ACROSS CREATIVE &
DIGITAL

250+

CAMPAIGNS & LAUNCHES

90+

BRANDS & ORGANIZATIONS

GCC + GLOBAL

MARKET EXPERIENCE

EXECUTIVE PROFILE

Award-winning Creative Director and Digital Growth Leader with 18+ years of experience building brands, campaigns, digital ecosystems, and customer experiences across Saudi Arabia, the GCC, and international markets. Combines creative leadership with commercial strategy across brand transformation, integrated campaigns, e-commerce, performance growth, packaging, digital products, and branded 3D experiences. Led multidisciplinary work associated with organizations and brands including Saudia, Microsoft, Anker Innovations, Vodafone, Mitsubishi Motors, Jarir Bookstore, and Lulu Hypermarket. Recognized for award-honored aviation design, gaming and creative innovation, and data-led growth initiatives.

CORE EXPERTISE

- Creative Direction & Art Direction
- Brand Strategy & Visual Systems
- Integrated Campaigns, Launches & Brand Activations
- Digital Growth & Performance Marketing
- E-Commerce & Omnichannel Strategy
- Packaging & Product Experience
- UI/UX & Customer Journey
- 3D Visualization, Spatial Design & Branded Experiences
- Team Leadership & Mentorship
- CRO, Analytics & Funnel Optimization
- GCC Market Localization
- AI-Enhanced Creative Workflows

PROFESSIONAL EXPERIENCE

Lobah | *Digital Marketing Lead* | Jan 2025 - Present | Riyadh, KSA

- Lead digital growth, campaign strategy, user acquisition, and audience development across gaming products and platform initiatives spanning PC, console, mobile, and social gaming ecosystems.
- Direct integrated paid, organic, creator, and community strategies across TikTok, Meta, X, YouTube, and Google, aligning acquisition goals with creative content systems and launch milestones.
- Generated 300M+ cumulative video views across selected campaign activity and supported acquisition initiatives producing 20K+ qualified leads and approximately 8K+ wishlists during selected early-access cycles.
- Built measurement and optimization workflows using GA4, platform ad managers, SEO intelligence, audience segmentation, and campaign-performance analysis.

Shadows Std | *Founder | Creative Director | Lead Game Designer* | 2023 - Present | Riyadh, KSA

- Founded and lead an independent game studio, defining original IP, creative direction, game systems, world-building, visual development, and production workflows from concept through playable prototypes.
- Selected for the Saudi Game Champions Incubator (CODE & MCIT, 2024-2025) and recognized as a National Finalist at the CODE Game Jam.

Extreme Delight Factory | *Head of Digital & E-Commerce | Creative Director* | 2021 - 2024 | Riyadh, KSA

- Directed digital strategy, e-commerce operations, brand experience, and creative execution for premium consumer brands including Le Bonheur Chocolate, Savor, and Glamour.
- Architected end-to-end e-commerce ecosystems across Shopify, Zid, Salla, and Magento, connecting customer journey, CRO, checkout, fulfillment, and delivery aggregators.
- Owned luxury packaging development from concept and material selection through production, creating visual systems designed to elevate shelf presence and premium positioning.
- Led seasonal campaigns, product launches, and cross-functional teams spanning design, content, photography, and marketing.

SHEHABELDIN ASHMAWI | CREATIVE DIRECTOR & DIGITAL GROWTH LEADER

Tsawq Marketplace | *Head of Digital & E-Commerce (Contract)* | 2021 - 2022 | Riyadh, KSA

- Architected a Magento-based marketplace ecosystem from the ground up, integrating customer journey, CRO, payment gateways, product cataloging, marketplace SEO, and omnichannel fulfillment.
- Led product integration across major retail and technology brands and coordinated logistics partners including SMSA, Aramex, Redbox, Zajil, and SPL.
- Built the marketing-to-commerce pipeline from paid acquisition and organic content through checkout conversion and post-purchase retention.

Anker Innovations - MEA Head Office | *Creative Director | Sr. Digital Marketing Manager* | 2020 - 2022 | GCC / China / Japan

- Led regional creative strategy and digital marketing initiatives across GCC markets for Anker and associated product brands including Soundcore, Eufy, and Choetech.
- Conceived 3D booth designs, custom display stands, and in-store brand activations for major retailers including Jarir Bookstore, Extra, and Lulu Hypermarket.
- Coordinated with global teams in China and Japan to localize campaigns for GCC cultural relevance while maintaining global brand standards.
- Connected retail strategy, digital campaign execution, analytics, and production across physical and digital touchpoints.

Makheela Group | *Creative Director | Business Development* | 2017 - 2019 | Riyadh, KSA

- Led creative direction and business development for luxury amenity kits, inflight products, hotel guest amenities, and premium packaging at royal and VIP-tier standards.
- Managed product lifecycles from concept, material sourcing, and design development through factory production and supply-chain coordination, working with premium global beauty and luxury brands.
- Delivered bespoke aviation and hospitality packaging for organizations including Saudia, Flynas, Flyadeal, Qatar Airways, AlHokair Group, and government entities; Saudia economy-class amenity kit received a TravelPlus "Highly Commended" honor.

Mobdea Advertising Agency | *Senior Graphic Designer & Front-End Developer* | 2015 - 2019 | Riyadh, KSA

- Directed integrated creative and digital output across government, education, technology, automotive, retail, and telecom accounts, including work associated with Microsoft, Vodafone, Mitsubishi Motors, CIB Egypt, and public-sector entities.
- Built and mentored creative teams, managed production workflows, and received Employee of the Year recognition in 2017 and 2018.

EARLIER EXPERIENCE

Port Said University - Senior Web & Graphic Designer | 2011-2016 | Port Said, Egypt

Blue Solutions - Creative Director | Senior Web Designer | 2007-2012 | Egypt

RECOGNITION, AWARDS & SELECTED BRAND EXPERIENCE

RECOGNITION & AWARDS

- **TravelPlus Airline Amenity Awards - Highly Commended** | Saudia Economy-Class Amenity Kit
- **Best Video Game Teaser - Nominee** | MEA & Asia Region, 2025
- **CODE Game Jam - National Finalist** | Saudi Arabia
- **Saudi Game Champions Incubator - Selected Participant** | CODE & MCIT, 2024-2025
- **Employee of the Year** | Mobdea Advertising Agency, 2017 & 2018

SELECTED BRAND EXPERIENCE

Aviation - Saudia, Flynas, Flyadeal, Qatar Airways

Technology - Microsoft, Anker Innovations, Soundcore, Eufy, Choetech

Retail & Commerce - Jarir Bookstore, Extra, Lulu Hypermarket, Amazon

Automotive & Telecom - Mitsubishi Motors, Vodafone Egypt

Luxury & Hospitality - L'Occitane, Hermès, Dior, Bulgari, Penhaligon's, Acqua di Parma, Molton Brown

Gaming & Interactive - Lobah, Jackaroo Strike, Samla, Kix Platform

EDUCATION, PROFESSIONAL CREDENTIALS & CORE TOOLS

EDUCATION

- **BSc, Computer Science & Business Administration** - Sadat Academy for Management & Science (SAMS), Egypt
- **Diploma in Graphic Design, 3D & Multimedia** - MCIT Scholarship Program, Ministry of Communications & IT

SELECTED PROFESSIONAL CREDENTIALS

- **Epic Games** - Game Design Professional Certificate
- **Michigan State University** - Game Design & Development with Unity Specialization
- **University of Illinois** - Digital Marketing Specialization
- **IBM** - Digital Marketing & Growth Hacking with GenAI Professional Certificate
- **DMI** - Planning a Digital Marketing Strategy Specialization
- **Autodesk** - 3ds Max Professional Certification
- **Adobe Certified Associate** - Photoshop, Illustrator, InDesign, Premiere Pro & Dreamweaver

CORE TOOLS & PLATFORMS

Creative - Adobe Creative Cloud, Figma, After Effects, Premiere Pro

3D & Interactive - Blender, 3ds Max, Cinema 4D, Unreal Engine 5, Unity

Commerce & Web - Shopify, Magento, Salla, Zid, WordPress / WooCommerce

Growth & Analytics - GA4, Google Ads, Meta Ads Manager, TikTok Ads Manager, SEMrush, Ahrefs

LANGUAGES Arabic - Native | English - Fluent **PORTFOLIO** shehabelden.com | behance.net/shehabeldin