

ABDALLATIF OSMAN MOHAMMED ELAMIN ALAWAD

DIGITAL CONTENT | AUDIENCE GROWTH | MEDIA PARTNERSHIPS

Based in UAE | Open to Saudi Arabia | +971 56 223 2912 | abdallatifderby@hotmail.com

PROFESSIONAL SUMMARY

Arabic-language content, media and audience-growth professional with hands-on experience in podcast production, presenting, interviewing, short-form storytelling and multi-platform publishing. Built a combined personal and podcast audience approaching one million followers while developing a commercial career in banking, client acquisition and B2B sales. Offers an uncommon combination of creator credibility, executive communication, audience insight and measurable sales discipline. Targeting Digital Content, Social Media, Audience Growth, Content Partnerships and Presenter-Producer roles in Saudi Arabia.

CORE SKILLS

Content Strategy | Audience Growth | Arabic Storytelling | Podcast Production | Interviewing | On-Camera Presentation | Short-Form Video | Editorial Planning | Social Publishing | Community Engagement | Branded Content | Partnership Support | Performance Reporting | Arabic and English

MEDIA AND CREATOR EXPERIENCE

Podcast Host and Creative Lead | Independent / YouTube | Dubai, UAE

Dec 2023 - Present

- Plan and host 3-5 interview-led podcast episodes monthly, covering topic development, guest research, production coordination, publishing and social distribution.
- Conduct 2-4 guest interviews monthly and turn long-form conversations into hooks, reels, quotes, captions and platform-native content packages.
- Manage end-to-end content strategy across long-form and short-form formats with consistent publishing and audience engagement.
- Built a combined personal and podcast audience approaching one million followers across TikTok, Instagram, Facebook and YouTube.

Voice-Over Artist and TV Presenter | Reporters TV | Dubai, UAE

Apr 2023 - Dec 2024

- Presented 2-3 programmes weekly and delivered 5-8 voice-over segments monthly with a clear, audience-focused on-air style.
- Conducted interviews and contributed to content reach through confident presentation, preparation and guest engagement.

COMMERCIAL EXPERIENCE

Assistant Manager - Business Development | Pro Count For Accounting L.L.C | Abu Dhabi, UAE

Jun 2026 - Present

- Support client acquisition, outreach, presentations, proposals, CRM management and commercial follow-up for accounting, tax and compliance services.
- Apply creator and digital-communication experience to strengthen outreach messaging, brand visibility and relationship building.

Relationship Officer | Emirates Islamic Bank | Dubai, UAE

Dec 2022 - Jun 2026

- Managed 100+ client relationships, achieved sales targets and increased cross-selling through needs-based communication and disciplined follow-up.
- Developed strong executive-facing communication, client trust and compliance awareness in a regulated banking environment.

EARLIER EXPERIENCE

Telemarketing Associate | Abu Dhabi Commercial Bank | UAE

Mar 2022 - Dec 2022

- Handled 80-100 outbound calls daily and achieved 120% of monthly sales targets, strengthening persuasive communication and audience segmentation skills.

Customer Service Representative | du Telecommunications | Dubai, UAE

Jan 2021 - Jan 2022

- Handled approximately 90 daily customer interactions across phone, email, chat and face-to-face channels with 98% quality and 99% workforce-management adherence.

DIGITAL AUDIENCE PROOF

TikTok: 240K+ | Instagram: 120K | Facebook profile: 254K+ | Podcast Facebook: 158K+ | YouTube: 17K+ | Combined community: approaching 1M

SELECTED STRENGTHS FOR SAUDI MEDIA AND BRANDS

Arabic-first storyteller with cultural awareness and the ability to adapt tone for business, social, sports, news and entertainment audiences. Comfortable on camera, behind the microphone and in executive or client meetings. Able to connect editorial ideas to audience growth, partnership conversations, campaign goals and measurable commercial outcomes.

EDUCATION AND TRAINING

Bachelor of Arts in Geography, Omdurman Islamic University, Sudan, 2016

Mastering the Art of Telesales

Time Management Certification

SPSS Training, Leicester Training Center, 2016

LANGUAGES AND TOOLS

Arabic: Native | English: Fluent

Meta and social-platform analytics

Content planning and publishing workflows

CRM and Microsoft Office

AI tools for research and workflow support