



CONTACT

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- Dubai, UAE

PERSONAL

DOB: 22 August 1989
Nationality: Syrian

CORE SKILLS

- Marketing Strategy
- Brand Management
- 3D Architectural Viz
- Campaign Planning
- Visual Identity
- Team Leadership
- Social Media
- Video Production
- 360° Virtual Tours
- Photography
- Aerial Videography
- AI-Assisted Design

SOFTWARE & TOOLS

- After Effects
- Premiere Pro
- Photoshop
- Illustrator
- Lightroom
- Audition
- 3DS Max
- Twinmotion
- Unreal Engine
- Midjourney
- ChatGPT / GPT-4
- Claude
- Adobe Firefly
- Runway

LANGUAGES

Arabic
Native

English
Professional / Fluent

INTERESTS

- Taekwondo — 2nd Degree Black Belt
- Football & Basketball

ALAA ALSAYAD

CREATIVE MARKETING MANAGER

PROFILE

Marketing professional with 13+ years of experience in brand management, campaign strategy, and visual content production across the UAE. Combines rare dual expertise in strategic marketing and hands-on creative production — including 3D architectural visualisation, CGI renders, virtual tours, and aerial videography. Proven track record of building integrated brand systems for large corporate organisations, managing end-to-end marketing collateral, and leading creative teams to deliver consistent, high-quality output. Adept at working with developers and corporate clients to produce property marketing assets, off-plan visuals, and campaign materials that drive engagement.

EXPERIENCE

Marketing Manager & Creative Lead

Sep 2024 – Present

AirTech — Industrial & Commercial Drone Services — Dubai, UAE

- Own and execute the full marketing strategy for an industrial drone and aerial media company — covering brand positioning, campaign planning, and content production.
- Manage a creative team of 4–6 including filmmakers, drone pilots, and video editors, delivering high-volume client projects on weekly and monthly cycles.
- Oversee all digital marketing channels: social media strategy, content calendar, and performance reporting.
- Leverage AI tools to accelerate campaign ideation, visual asset production, and project management workflows.

Founder & Creative Director

Jun 2024 – Sep 2024

9Studio — Independent Creative Studio — Dubai, UAE

- Founded and operated an independent creative studio delivering brand identity and multimedia production; managed full client lifecycle from briefing through delivery.

Marketing & Multimedia Team Leader

2021 – Jun 2024

INNOVO Group — Dubai, UAE

- Led the full corporate rebrand from ASGC to INNOVO, delivering a cohesive new visual identity across all touchpoints — print, digital, signage, and web.
- Built and managed an integrated media library (2023) — a centralised content system covering photography, video, and design assets used across all departments.
- Produced the complete marketing collateral suite: brochures, presentations, event materials, social content, and the corporate website.

Marketing Team Lead

Aug 2017 – 2021

ASGC Group — Dubai, UAE

- Produced architectural visualisation animations and renders for the Tender department to support major project bids and client presentations.
- Filmed and documented live project developments on-site for the Operations department, creating progress reports and stakeholder content.
- Oversaw social media strategy, event production, and marketing campaigns in collaboration with the Marketing department.

Associate Creative Director

Apr 2015 – Jun 2017

ADTRACT — UAE

- Produced high-quality 3D photorealistic architectural renders and CGI animations for real estate, commercial, and events clients.
- Created property promotional videos and CGI walkthroughs used in off-plan sales campaigns and client presentations.

EDUCATION & CERTIFICATIONS

Diploma in Computer Graphics and Animation (CGA)

Al Khawarizmi International College — Abu Dhabi
2009 – 2012

Commercial Drone Piloting Licence

SANAD Academy — Dubai
2018

REFERENCES

Available upon request.