



AHMAD FAOUR

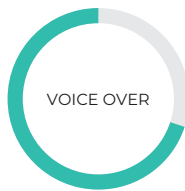
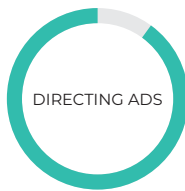
HEAD OF MEDIA PROMOTIONS

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ABOUT

A seasoned media promotions leader with 17+ years of experience driving audience engagement across TV and digital platforms. Proven track record of building brands, strategizing creative campaigns, and exceeding viewership targets. Skilled in leading



WORK

MBC GROUP - HEAD OF PROMOTIONS

2006-PRESENT

My journey at MBC started in 2006 as a promotion producer, then senior after that manager and finally as head of promotions in 2022. Oversee a creative team that produces promotions for the following channels: MBC ACTION / MBC 4 / MBC PERSIA / MBC 3 / EMERGING MEDIA "GAMEING, APPS / SAUDI SPORTS CHANNEL. My role consists of strategizing the direction of promotions on air and digital. Plus planning promotions budgeting.

DUBAI TV - PROMOTION PRODUCER

2005-2006

BACHELOR'S DEGREE, Multimedia & Design -Amercian University Of Sharjah

EDUCATION

AWARDS

- GOLD** **PROMAX GLOBAL** WON FOR BRAND DESIGN -NON STOP SPORTS **2024**
- SILVER** **PROMAX GLOBAL** WON FOR PROGRAM PROMO - HARRY POTTER **2023**
- BRONZE** **PROMAX GLOBAL** WON FOR SOMETHING FROM NOTHING - TUPAC **2009**
- BRONZE** **PROMAX GLOBAL** WON FOR SALES REEL **2009**
- GOLD** **PROMAXBDA** WON FOR BEST SPORT - AL SAHM AL ARABI **2006**

SKILLS

MEDIA STRATEGY



BUDGET MANAGEMENT



CONTENT MARKETING



DIGITAL MARKETING



AI TOOLS (MIDJOURNEY, RUNWAY)



ADOBE SUITE / MICROSOFT OFFCIE



LANGUAGES

ENGLISH
ARABIC