

WALEED AHMAD ZIAD AL KADDOUR

ABU DHABI, UAE • +971 55 821 2142 • KADDOUR.WALEED@GMAIL.COM

SUMMARY

A passionate and visionary, multi-talented marketing, and creative specialist with extensive experience in innovative campaigns, brand development, marketing strategies and creative conceptualizing and delivery. With expertise in sport events and concerts. Demonstrable track record in delivering multi-projects with the management of the complete strategy process, from conceptualization to execution. Highly talented at building and maintaining 'win-win' partnerships. Results-oriented professional, creating innovative marketing strategies and campaigns, accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Resourceful, ethical, adaptable, and hard-working, generates optimal results with a positive energy and aspiration to continually deliver desired results.

CORE COMPETENCIES

- **Expert in Sporting Events:** Extensive experience in delivering world-class sporting events, positioning Abu Dhabi as a premier global destination.
- **Proactive and Driven:** Self-starter with high motivation and a strong focus on achieving targets.
- **Organizational Excellence:** Exceptional organizational and multitasking abilities, ensuring efficient project management.
- **Innovative Problem Solver:** Proven capability to devise innovative solutions while maintaining high service standards.
- **Communication Skills:** Strong interpersonal and communication skills, facilitating effective collaboration.
- **Project Management:** Adept at handling multiple projects simultaneously, even under tight deadlines.
- **Creative Storytelling:** Highly skilled in creative storytelling and brand identity creation, with proficiency in Adobe Creative Cloud and motion graphics, enhancing clients' brand narratives and visibility.
- **Video and SFX Expertise:** In-depth knowledge of video production and special effects, enhancing the quality of visual content.

KEY ACHIEVEMENTS

- **Golden Visa Recipient:** Awarded the Golden Visa for exceptional creative work in sporting events across Abu Dhabi, valid until 2032.
- **Abu Dhabi 360:** Designed and launched the brand identity and manifesto for Abu Dhabi 360, a comprehensive, app-based initiative promoting a healthy, active, and happy community.
- **Spartan World Championship 2021:** Successfully delivered the first Spartan World Championship held outside the USA, hosted in Liwa, Abu Dhabi, achieving exceptional global media coverage and high audience engagement.
- **FINA World Swimming Championships 2021:** Developed and executed an award-winning creative marketing campaign for the FINA World Swimming Championships (25m) held in Abu Dhabi.
- **FIFA Club World Cup 2021:** Conceptualized, developed, and implemented an outstanding marketing campaign for the FIFA Club World Cup 2021 in Abu Dhabi within a tight timeframe of four months.

- **AFC Asian Cup 2019:** Played a key role in delivering the AFC Asian Cup 2019 in the UAE by building the event's brand, overseeing all stages from preparation to the final match and closing ceremony, and creating a comprehensive event report.
- **Active Hub Initiative:** Created and developed the identity for the "Active Hub" sporting program, a city-wide initiative aimed at engaging community schools in sports activities.

TECHNICAL SKILLS

Adobe Photoshop; Adobe Illustrator; Adobe InDesign; Adobe After Effects; Adobe Premier Pro; Cinema 4D; 3D Studio Max; Unity; Z Brush
 UI/UX Design; Print Design; Web Design; Concept Design; Photography; Branding & Digital Marketing

PROFESSIONAL EXPERIENCE

ABU DHABI SPORTS COUNCIL, ABU DHABI, UAE

December 2019 to present

Marketing Specialist | Creative lead

- Designed and executed innovative marketing strategies for major international events, including the FIFA Club World Cup and the FINA World Swimming Championships, enhancing brand visibility and engagement through creative campaigns.
- Spearheaded the development of nationwide community initiatives such as Active Hub and AD360, utilizing creative approaches to promote health and wellness across diverse populations.
- Led the transformation and creative rebranding of ADSC's identity, ensuring a consistent and dynamic presence across all events.
- Developed targeted marketing campaigns to elevate community engagement and support for sports, effectively using creative content to highlight the benefits of an active lifestyle.
- Strategically positioned Abu Dhabi as a premier global sports destination, leveraging creative marketing techniques to reinforce its status as the world's sports capital.

AFC LOCAL ORGANIZING COMMITTEE, ABU DHABI, UAE

February 2018 to February 2019

Senior Graphic Designer & Marketing Specialist

AFC Asian Cup UAE 2019

- Orchestrated the entire lifecycle of promotional campaigns, from conceptualization to execution, ensuring creative alignment with project vision and goals.
- Collaborated closely with clients to craft a creative vision and design concepts, consistently meeting deadlines and fulfilling project requirements.
- Skillfully translated product features into compelling benefits, utilizing creative storytelling to meet and exceed client objectives.
- Oversaw the creative implementation of branding across stadiums and venues, ensuring visual consistency and impact.
- Supported the Art Director in leading and mentoring the creative team, fostering an environment of innovation and artistic excellence.

WME/IMG, DUBAI, UAE

October 2016 to January 2018

Freelance Head of Design

- Directed the creative design, development, and implementation of all communication materials for high-profile events including the Abu Dhabi HSBC Golf Championship and the Mubadala World Tennis Championship.
- Pioneered innovative graphic and layout concepts that enhanced audience engagement and brand visibility for diverse events such as The Color Run and du Tough Mudder.
- Ensured the seamless production of visually compelling promotional materials, effectively communicating the unique ethos and excitement of each event.
- Led a team in delivering creative solutions that aligned with event themes, consistently achieving high standards of visual excellence and impact.

FLASH ENTERTAINMENT, ABU DHABI, UAE

October 2014 to December 2016

Freelance Creative Consultant

- Engineered and delivered comprehensive marketing materials including print, web, video, and animation for flagship projects such as the F1 after-race concerts and YaSalam.
- Crafted innovative concept solutions that elevated the promotional strategies for events like the Abu Dhabi Summer Season and Abu Dhabi Science Festival.
- Oversaw the creative process from concept development through to execution, ensuring cohesive and engaging visual and multimedia content across diverse platforms.
- Led creative teams in the production of dynamic and impactful materials that captivated audiences and enhanced the overall experience of each event.

ADTRACT, ABU DHABI, UAE

January 2013 to September 2014

Freelance UI/UX Design & Holographic video editor | marketing specialist

- Developed and designed innovative holographic display content, pioneering cutting-edge visual experiences.
- Conceived and crafted unique proposals and experiences, enhancing engagement through creative storytelling and interactive design.
- Led the design and development of campaign content, employing a strategic blend of creativity and technology to deliver compelling marketing narratives.

TAHADI GAMES, ABU DHABI, UAE

January 2012 to January 2013

Video Editor

- Masterfully edited video content for game launches and events, enhancing the visual narrative and audience engagement.
- Crafted dynamic teasers, trailers, and how-to videos, employing creative storytelling techniques to captivate and inform viewers.
- Directed the production of television commercials and announcements, delivering high-impact visual content that effectively communicates key messages.

PORTFOLIO

www.wakarts.com

EDUCATION

**2009: Associate Degree in Computer Graphics & Film – KIC, Abu Dhabi
(Through Liverpool John Moores, UK)**

TRAINING

Marketing Research and Consumer Behavior - IE Business School
Digital Marketing - University of Illinois at Urbana-Champaign
Design Thinking & Creativity for Innovation - The University of Queensland, Australia
Instructional Design Models - University of Maryland
Video Game Asset Creation and Process - Rochester Institute of Technology
Adobe Photoshop Commercial & Editorial Retouching - Adobe ELearning
Adobe Photoshop Frame and Element Compositing - Adobe ELearning
Digital Marketing Masterclass - Udemy