

AMMAR ALSHEHRI

SOCIAL MEDIA LEAD | BRAND STRATEGIST



Riyadh, SA | 2maamr@gmail.com | 0544037696 | www.ammarshehri.com

Creative marketing professional with over a decade of freelance experience in visual media and 5 years of professional expertise in brand development, content creation, and social media.

From producing high-impact photography, videography, and design projects for hospitality and food & beverage brands to leading full-scale brand strategies in the healthcare and consulting sectors, I bring a versatile, results-driven approach to storytelling, campaign execution, and audience engagement.

AREA OF EXPERTISE

- Brand Strategy & Development
- Content Creation
- Graphic Design & Visual Identity
- Social Media Management
- Photography & Videography
- Integrated Campaigns

Creative Tools: Adobe Creative Suite, Canva, , Asana, Notion, WordPres (Non-Coding) , Wix, HubSpot & Hootsuite ,

KEY ACHIEVEMENTS

- **Brand Builder:** Built Avicenna Cardiology's brand from the ground up—developed tone, visual identity, and full content strategy, positioning the clinic as a leading practice in NYC.
- **Freelance Portfolio:** Over a decade of freelance experience delivering creative media for clients across industries—photo shoots, branding, campaign assets, and digital strategy.

PROFESSIONAL EXPERIENCE

Social Media - Saudi Lead – PwC Middle East | Riyadh, SA

Mar 2025 - Present

- As a Senior Associate in Social Media at PwC Middle East, I lead digital content strategy and execution for high-impact campaigns across the region, with a primary focus on the Saudi market. I collaborate closely with regional leadership, senior stakeholders, and local MarCom teams to ensure alignment between digital initiatives and firm-wide objectives.
- My role encompasses developing and managing content across LinkedIn, X, Instagram, and YouTube—delivering executive-level assets, event coverage, and strategic posts that elevate brand visibility and audience engagement. I also leverage data and performance analytics to optimise content effectiveness, drive engagement growth, and enhance the firm's digital presence in alignment with PwC's brand voice and values.

Brand & Content Manager – Avicenna Cardiology | New York, US

Mar 2024 - Feb 2025

- Developed the clinic's full brand identity and digital media strategy. Led content production across social media, photography, video, and podcast channels. Produced testimonial videos, increased SEO traffic, and created a consistent brand experience across touchpoints.

E-commerce Marketing Producer – Part-Time - Sugatan.io | New York, US

Sep 2023 - Feb 2024

- Worked on video-first advertising strategies, creating branded content and short-form videos for e-commerce campaigns. Supported creative direction across paid social.

Head of Digital Production – Part-Time - NYU Integrated Marketing Association | New York, US

Sep 2022 - Sep 2023

- Directed digital asset production for academic events and speaker sessions. Coordinated video and visual coverage to align with brand tone.

PROFESSIONAL EXPERIENCE

Marketing & Communication Specialist - Dr. Sulaiman Al Habib Medical Group **Feb 2021 - Aug 2022**
| Riyadh, SA

Flow Medical Solutions was a new entrant to the healthcare market when I joined as a Marketing and Communication Specialist. I played a key role in establishing its brand and promoting its solutions by:

- Launched the company's brand identity and communication platform. Produced brand guidelines, planned product campaigns, managed online presence, and organised medical events/webinars.

Digital Media Specialist – Part Time ADA Eco-Friendly Cleaning | **Sep 2020 - Feb 2021**
Khobar, SA

- Created promotional visual content and managed daily digital communication needs.

Digital Media Specialist – Promotion Efficiency | Khobar, SA **Sep 2020 - Feb 2021**

- Created and managed digital content for various clients

Biomedical Field Service Engineer - Medical & Pharmaceutical Services | **Nov 2018 - Aug 2020**
Khobar, SA

Freelancer Digital Creator **Jan 2014 - Present**

- Delivered end-to-end creative media services, including photography, branding, video production, and graphic design, for clients in healthcare, lifestyle, and education.

VOLUNTEER WORK

Digital Media Team Leader - Saudi Biomedical Engineering Technology Society **Sep 2020 - Oct 2022**

- Founder member who built the brand from scratch and led digital media and social content strategy.

Digital Media Producer - Saudi Arabian Cultural Mission | United States **Dec 2013 - May 2018**

- Created and managed digital content for various clients

ACCOMPLISHMENTS

- Rising Star Award – NYU IMA
- Rising Star Award – Flow Medical Solutions
- Saudi Arabia Cultural Mission Scholarship (BS & MS)
- Founding Member – Saudi Biomedical Engineering Technology Society

CERTIFICATIONS

- Professional Certified Marketer - AMA
- Applied Marketing - CIM
- OSHA 30-Hour
- Digital Marketing Techniques - CIM
- Google Analytics
- Lean Six Sigma - Green Belt

EDUCATION

Master of Science: Integrated Marketing | Brand Management

New York University | New York, NY | May - 2024

Bachelor of Science: Biomedical Engineering

East Tennessee State University | Johnson City, TN | May - 2018