

AWAB ABUELHASSAN

Digital Marketing Specialist | AI Content Creation | Social Media Management | KSA Market
Riyadh, Saudi Arabia | Sudanese | Transferable Iqama | Saudi Driving License (B)
awabalrufaea@gmail.com | +966 50 207 3850 | linkedin.com/in/a-abuelhassan | TikTok: @avisxon.ai

PROFESSIONAL SUMMARY

Digital Marketing Specialist with hands-on experience building bilingual (Arabic/English) brand strategies, AI-powered content pipelines, and organic social media growth for the Saudi market. Grew a self-directed TikTok channel to 2,337+ followers and 12,600+ total likes, with a single video reaching 449K organic views, demonstrating proven ability to engineer viral content, manage communities, and execute full-funnel lead generation campaigns targeting KSA audiences. Experienced in AI video production, WordPress web development, and end-to-end brand campaign execution. Bilingual Arabic/English, based in Riyadh with a transferable Iqama, aligned with Vision 2030 digital transformation objectives, and currently advancing through Google Ads, Meta, TikTok Ads, and Snapchat Ads certifications.

WORK EXPERIENCE

AI Content Creator & Digital Marketing Practitioner

Freelance - TikTok: @avisxon.ai | 2024 - Present

- Grew bilingual (Arabic/English) TikTok channel from 0 to 2,337+ organic followers and 12,600+ total likes through AI-generated short-form video content targeting KSA and Arabic-speaking audiences, with no paid promotion.
- Engineered a single organic video to 449K views, 6,900+ likes, 740 saves, and 648 comments through strategic controversy framing, hook writing, bilingual text overlays, and hashtag optimization — demonstrating measurable viral content execution.
- Produced two AI-generated comedy series achieving 95K and 45K views respectively, using ChatGPT for scripting, Veo for AI video generation, and CapCut for editing and bilingual captioning.
- Directed and produced a full AI cinematic brand video for a UAE-based Sudanese perfume brand — from concept development and brand research to AI image generation, Veo animation, scene consistency, narrative arc, and product CTA — submitted to client and currently under management review.
- Executed a complete lead generation campaign: designed a bilingual carousel with hook, educational body, and CTA; built a Canva landing page to deliver a 10-prompt AI stock analysis lead magnet; achieved 989 views with consistently 47-77% Saudi Arabia audience across posts, 84% new viewers, and 50% For You Page distribution.
- Managed community engagement across 648+ comments including moderating offensive content, responding to followers, and analyzing audience demographics — 68% male, primary age 25-34, 99% non-followers reached organically across multiple content formats.

Freelance Digital Marketing Strategist & AI Web Developer

Orvi Design & Build (orvi.sa) - Riyadh, Saudi Arabia | October 2025 - Present

- Developed a bilingual (Arabic/English) WordPress website for a luxury architecture brand targeting the KSA market, using HTML5, CSS3, and AI-assisted design tools to deliver a premium digital presence aligned with Vision 2030 development trends.
- Executed full digital setup including domain registration, hosting, business email, and social media page creation on Instagram and LinkedIn, enabling the brand's entry into the Saudi market.
- Produced AI-generated visual content and brand campaign concepts using generative AI tools, establishing a consistent brand identity positioned for Saudi Arabic-speaking high-net-worth audiences.
- Planned bilingual social media content calendars and posting strategies targeting KSA audiences across Instagram, TikTok, and Snapchat.

Co-Founder & Operations Manager

Family Restaurant - Khartoum, Sudan | January 2020 - April 2023

- Managed end-to-end restaurant operations for a team of 12 staff, overseeing scheduling, quality control, and customer service to maintain consistent daily standards.
- Planned and executed social media marketing campaigns on Facebook and Instagram, growing local brand awareness and increasing repeat customer visits through targeted content and seasonal promotions.
- Handled supplier negotiations, inventory management, and monthly budgeting, sustaining product quality while controlling operational costs.

Retail Sales & Store Manager

Gift Store - Khartoum, Sudan | January 2016 - June 2016

- Managed daily store operations, product merchandising, and inventory tracking to ensure consistent stock availability and strong visual presentation.
- Increased sales through personalized customer engagement and product recommendations tailored to customer preferences and occasions.

Education & Tourism Consultant (Freelance)

Multiple Agencies - Kuala Lumpur & Langkawi, Malaysia | January 2012 - December 2014

- Supported international education and tourism agencies in student recruitment for Malaysian universities through direct client meetings and digital outreach campaigns.
- Developed promotional content and managed multi-channel communications to convert prospective students and tourism clients.

EDUCATION

Bachelor of Information Technology

Future University | Expected Graduation: 2026 | Online Program

SKILLS

Digital & Performance Marketing

Digital Marketing - Performance Marketing - Social Media Marketing - Campaign Planning - Audience Targeting - KSA Market Strategy - Bilingual Campaign Execution (Arabic/English) - Community Management - Lead Generation - ROI Tracking - KPI Reporting - Basic SEO - Google Ads (training) - Snapchat Ads Manager (training) - TikTok Ads (training) - Google Analytics (training) - Influencer Marketing Strategy (knowledge-level)

AI Marketing & Content Creation

Generative AI for Marketing Content - AI Copywriting - AI Video Production (Veo) - Short-Form Video (Reels / TikTok / YouTube Shorts) - CapCut - Adobe Premiere Pro - ChatGPT Scripting - Brand Campaign Development - Viral Content Engineering - Hook Writing - Bilingual Content Optimization - Hashtag Strategy

Web Development & Tools

WordPress - HTML5 - CSS3 - Basic JavaScript - AI-Assisted Web Development - Hostinger - Cloudflare - Canva (incl. landing pages) - No-Code Prototyping (Lovable, Replit) - WhatsApp Business CRM - ClickUp - Notion - Google Workspace

Languages

Arabic - Native Speaker | English - Professional Working Proficiency

CERTIFICATIONS

Completed

- GenAI in Social Media Marketing - Meta via Coursera - 2025
- Instagram Strategy: Effective Content - Coursera - 2025
- Canva Design Fundamentals - Coursera - 2025
- Event Management Certificate - General Entertainment Authority (GEA), Riyadh - 2025

In Progress

- Google Digital Marketing and E-Commerce Professional Certificate - Google / Coursera
- Meta Social Media Marketing Professional Certificate - Meta
- Snap Focus Certification Program - Snapchat
- TikTok Business and Media Buying - TikTok Academy