

Mouaz AlSabbagh

Strategic Creative Leadership

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TARGET ROLES

Chief Creative Officer | VP of Design | Head of Art Direction

EXECUTIVE PROFILE

Creative leader with 12+ years of experience in the Saudi market. Aligns brand vision, campaign delivery and creative operations through reusable systems, clear governance and performance-informed decisions.

LEADERSHIP HIGHLIGHTS

Creative operations: developed sponsorship systems supporting growth from 5-8 to 30+ concurrent sponsors. Commercial performance: directed creative work for campaigns reporting \$2.29M in revenue and sponsorship systems reporting \$578,750 in first-year business impact. These are separate reported measures, not an aggregated financial total.

National campaigns: led creative direction for SMO Vision 2030 initiatives reporting 1.06B cumulative visibility.

JACO ARABIA | DECEMBER 2024 - PRESENT

Senior Art Director & Creative Technologist

SYSTEMS & REVENUE OPERATIONS

JACO Commercial Systems: standardized sponsor asset creation through a 50+ template Business Kit. Reported onboarding fell from 6-8 weeks to eight business days. The initiative supported more than 30 concurrent sponsors and reported \$578,750 in first-year impact across savings, faster deal closures and retention.

CAMPAIGN & IP LEADERSHIP

JACO Growth Trilogy: directed creative strategy across a three-phase acquisition campaign reporting \$2.29M in revenue on \$371K in combined investment, or approximately 6.2x revenue-to-investment.

#UltimateGamer: developed a broadcast format into a creator community IP, with 3.8M live views, 5,000 active participants and reported peak revenue of \$58,500 per week.

VITAMIN CREATIVE COMMUNICATION | APRIL 2022 - DECEMBER 2024

Senior Art Director / Senior Campaign Producer

NATIONAL INITIATIVES

SMO Vision 2030: directed creative alignment across 15+ agencies and 16+ campaigns spanning 10 cities. Reported cumulative visibility: 1.06B.

NDMC Sukuk (#Sah): developed institutional campaign design associated with more than SAR 1B in savings volume and 37,000+ conversions.

ETEC: led digital creative work associated with 250M+ search impressions.

RECOGNITION

Athar 2024 Gold Award - NDMC Governmental Sukuk campaign.

Selected experience. Campaign metrics reflect reported project outcomes and are not attributable solely to one contributor.