

Mouaz AlSabbagh

Senior Art Director & Creative Technologist

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Dear Hiring Committee,

I bring more than 12 years of creative experience in the Saudi market, combining art direction with systems design and AI-assisted production. My focus is to build creative work that earns trust, supports commercial goals and helps teams deliver consistently at scale.

At JACO Arabia, I developed creative systems connecting brand quality with operational performance. For JACO Commercial Systems, I created a modular Business Kit with more than 50 editable templates. Reported sponsor onboarding fell from 6-8 weeks to eight business days, while concurrent handling capacity grew from 5-8 to more than 30 sponsors. The initiative reported \$578,750 in first-year impact across operational savings, faster deal closures and retention.

I also directed visual strategy for the JACO Growth Trilogy, a three-phase campaign reporting \$2.29 million in revenue against \$371,000 in combined investment. My work on national initiatives included the NDMC Sukuk (#Sah) campaign, associated with more than SAR 1 billion in savings volume, and SMO Vision 2030 campaigns reporting 1.06 billion in cumulative visibility.

I use AI to accelerate production while retaining human judgment, cultural relevance and brand consistency. I would welcome the opportunity to discuss how my experience in creative direction, campaign systems and production workflows could support your organization.

Thank you for your consideration.

Sincerely,

Mouaz AlSabbagh