BASEL ALI

PORTFOLIO 2026

MARKETING & CLIENT LEADERSHIP

FROM STRATEGY TO BRAND GROWTH.

12+ years across agency, telecom, education, retail and destination marketing — combining account leadership with client-side accountability.

HEAD OF MARKETING

ACCOUNT DIRECTOR

baselaliuae.com

Strategy that moves brands forward.

STRATEGY ✦ BRANDING ✦ GROWTH ✦ DIGITAL ✦ RESULTS ✦ IMPACT ✦ CLIENT LEADERSHIP



AGENCY THINKING. CLIENT-SIDE ACCOUNTABILITY.

Both sides of the table. One commercial mindset.

A senior marketing leader who has won and managed agency accounts, then led marketing from the client side. The common thread: turning briefs into strategy, strategy into execution, and execution into measurable momentum.

WHAT I BRING

01 Client & stakeholder leadership

02 New business & commercial negotiation

03 Integrated campaign management

04 Brand & content strategy

05 Team & agency leadership

12+
Years in marketing

$4.8M+
Campaign value managed

50+
Corporate projects

800
Designers in community

5x+
Daily mall footfall

97%+
Occupancy Rate

2014–15
RAND
Social Media

2015–19
SYRIATEL
Media

2019–21
THE ARTIST AGENCY
Account

2021–23
RISERHUB
Marketing

2023–NOW
ART OF LIVING
Head of Marketing

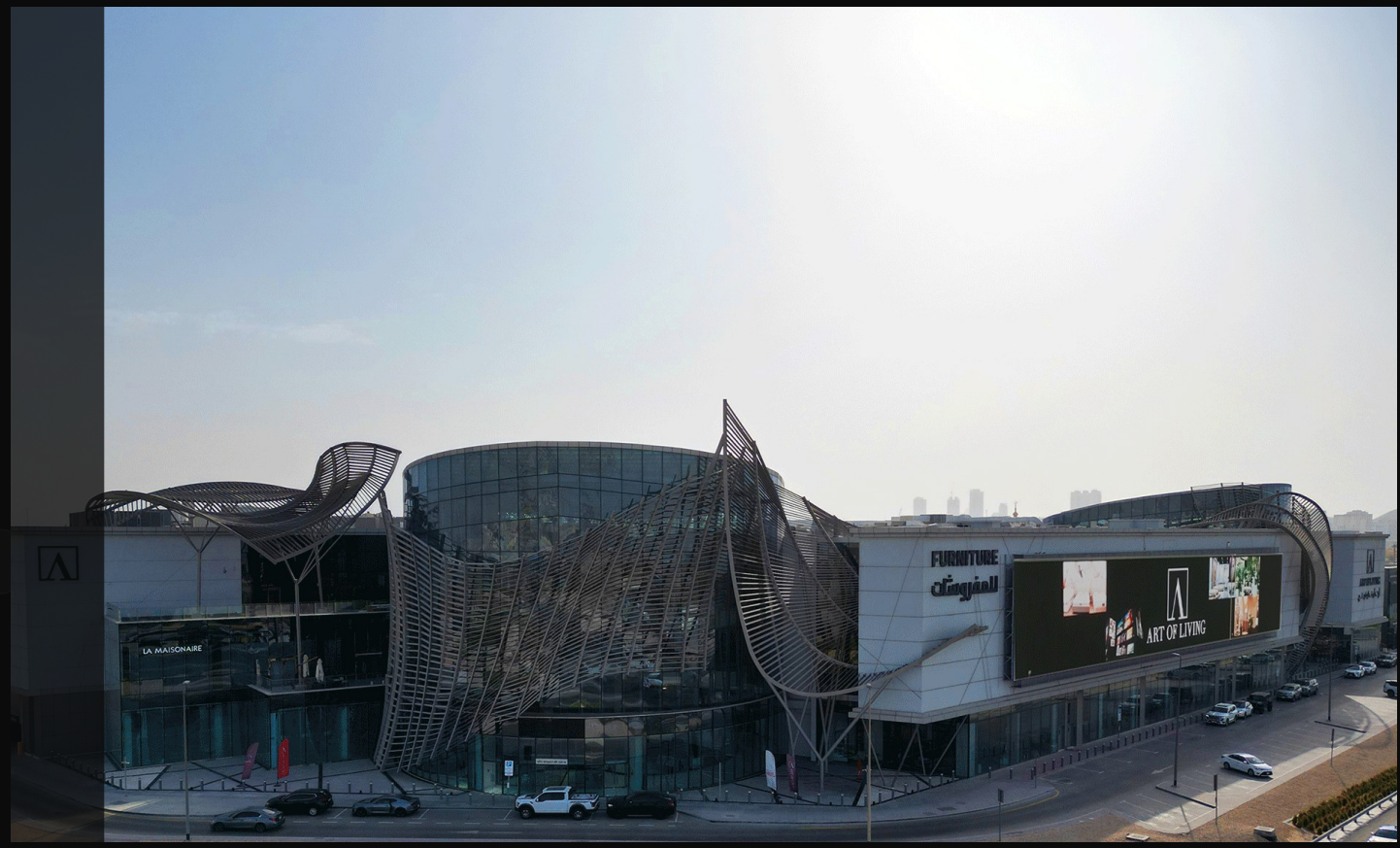
ART OF LIVING

Building a destination from early-stage launch to a full marketing engine.

When I joined, only 5–6 stores were open. Awareness was low, the digital ecosystem was weak, and there was no meaningful CRM or footfall measurement.

POSITIONING | WEBSITE | SOCIAL | CRM

EVENTS | DESIGNERS HUB | INFLUENCERS | MEASUREMENT



5–6
open stores when I joined

50+
open tenants today

45K+
AOL social growth

22K
CRM contacts

8 DECEMBER 2025

GRAND OPENING

A premium destination launch combining senior guests, cultural programming, tenant visibility and brand experience. I led the marketing and communications side as part of the mall leadership team.

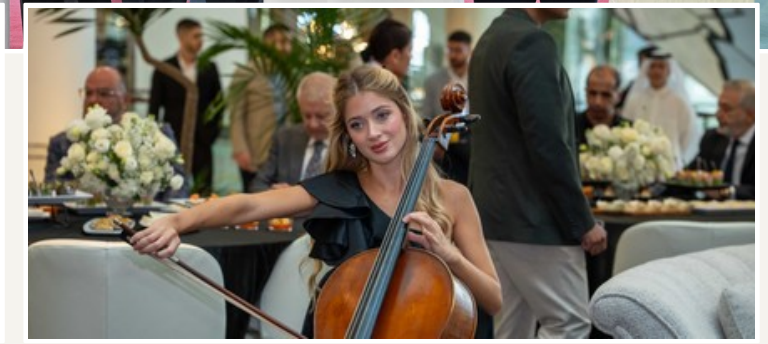




LEADERSHIP / OWNERS



UAE CULTURAL PROGRAMMING



PREMIUM GUEST EXPERIENCE

From architectural content to human-led storytelling.

Shifted the content model toward people, designers, educational value, events, influencers and story-led short-form content — with a performance layer underneath.

63.1M impressions

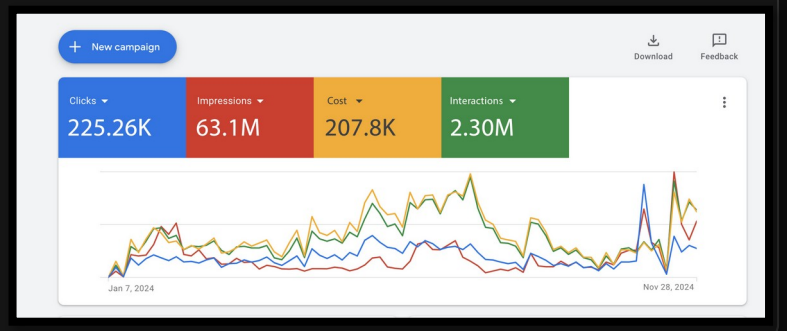
225K clicks

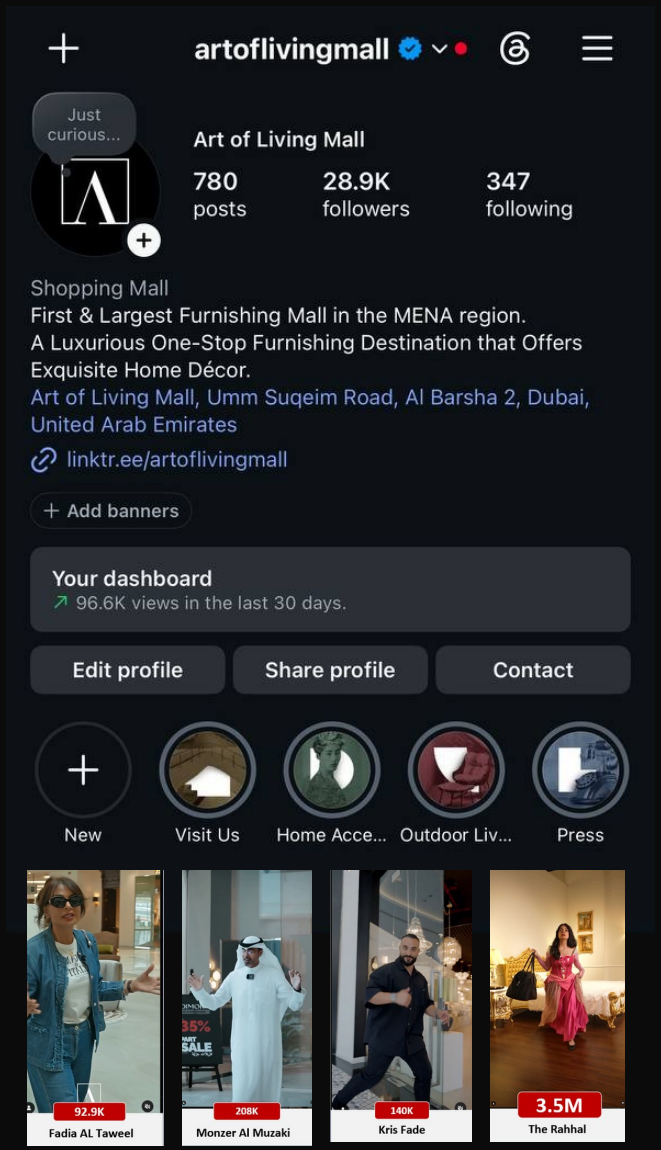
2.30M interactions

40+ influencers

ORGANIC GROWTH

Instagram: ~500 → ~30K
Art of Living: 45K+ growth across IG, TikTok, LinkedIn & Facebook
Dimora: 0 → ~15K





Paid-media dashboard: Art of Living only, Jan 7 – Nov 28, 2024

DESIGNERS HUB

From CEO vision to an operating B2B community platform.

~800

interior designers in the network



MY ROLE

Developed the concept, built the database/community, brought designers into the mall, and supervised the content and event strategy — approving topics, speakers and formats.



CREATIVE ECONOMY



AI WORKSHOP



PERSONAL BRANDING

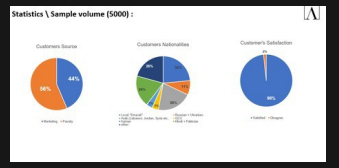
BUSINESS PURPOSE

Build repeat visits • connect designers with tenants • generate project referrals • create loyalty • strengthen Art of Living's position within the design industry.

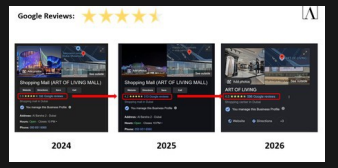
MARKETING WITH A BUSINESS LENS

Measurement first. Then growth.

Introduced manual footfall tracking, visitor profiling, CRM, customer feedback and commercial reporting where almost none existed.



5,000-customer sample



Google reputation



DET digital reputation

40–45 → **~250**

families / groups per day — average today

MORE THAN 5× GROWTH

45%–65%

average year-on-year sales growth reported by MMS stores & tenants

22K

CRM contacts

98%

satisfaction sample

9.8/10

DET digital reputation score

Internal reports, customer samples and platform dashboards

BUILDING A BRAND FROM CONCEPT TO SCALE

Early-stage idea. Market-facing business.

Joined at the early-stage concept phase and helped shape the brand, positioning, go-to-market, marketing function, corporate acquisition and product development.

~55K

organic followers at exit

~42K

student / registrant database

40+

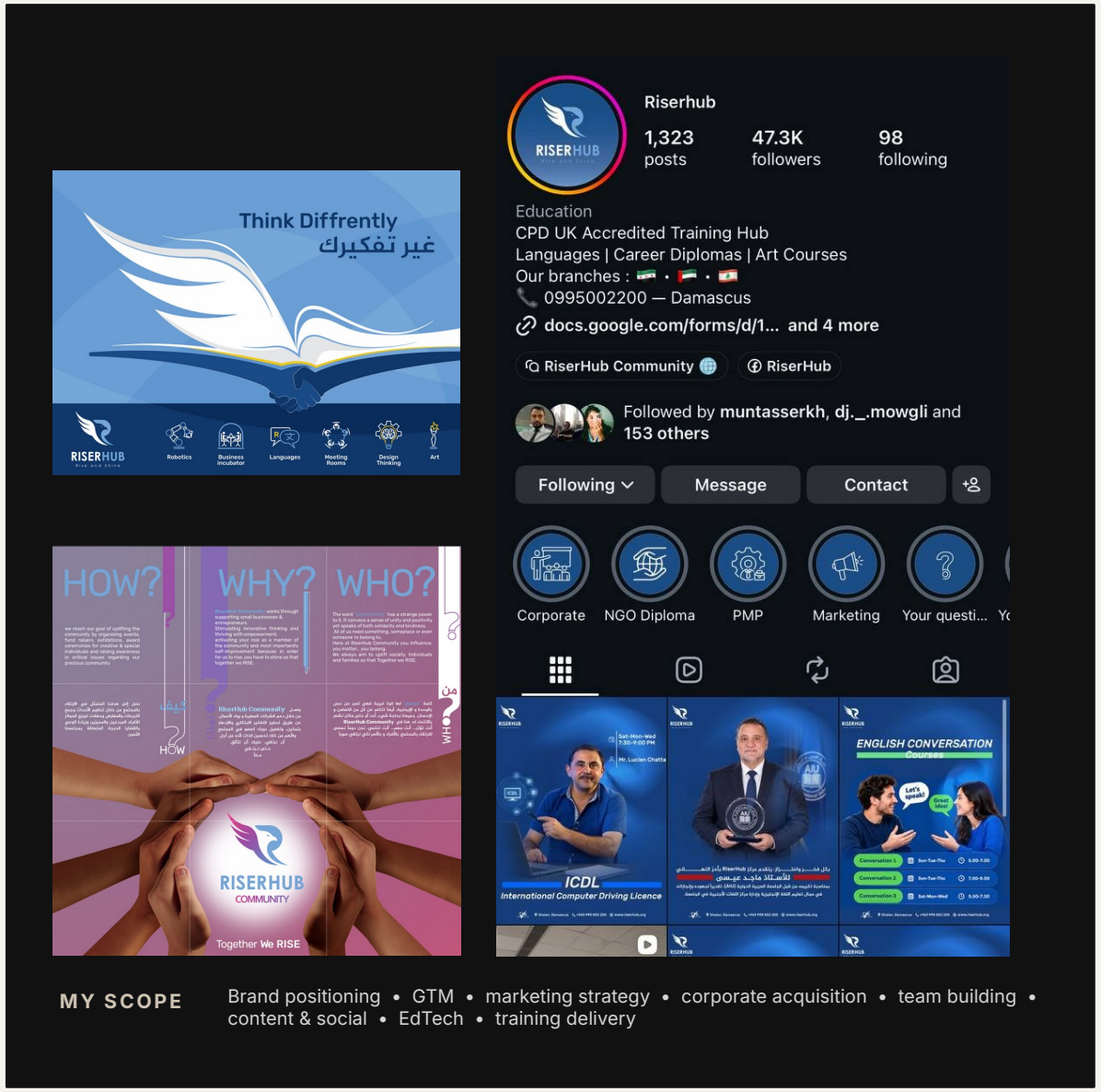
professional programs

7

marketing team members

30+

full-time employees scaled to



MY SCOPE Brand positioning • GTM • marketing strategy • corporate acquisition • team building • content & social • EdTech • training delivery

FROM CONNECTION TO CONTRACT

I won the room.
Then I managed the relationship.

40+
corporate projects

$10K–$50K
per engagement

Originated opportunities, pitched HR/L&D teams, built proposals, negotiated commercials, closed the deal, followed delivery and returned for evaluation and upsell.



Caritas — Basel delivering



BEMO Saudi Fransi



BSO Bank



Al Sharq Bank

SELECTED CLIENTS Byblos Bank • BEMO • BSO • Al Sharq Bank • Syriatel • MTN • Caritas • Masoud Pharma

BETINJANEH GROUP

Winning and leading a six-figure FMCG account.

I brought Betinjaneh Group into the agency through an existing owner relationship, co-negotiated commercials with the agency owner, then became the main account manager across integrated campaigns.

ROLE

New business • account leadership • budget coordination • client approvals • production coordination • campaign delivery

$150K+
per campaign

360°
TVC + outdoor + digital

NEW
client win

BUFFALO + AL REEF

Integrated campaigns across TVC, outdoor and digital.

BUFFALO TVC

AL REEF TVC

Other accounts: iShow • Kilshi • Alpha Body • Kiwan View • Al Khair

SELECTED EXPERIENCE

The foundations behind the senior marketer.

> “
>
> **I learned media, client service, commercial thinking and execution before leading marketing systems.**

2019–2021

THE ARTIST AGENCY

Account Manager

Full-service agency work across social, app launches, TVC and digital. New business, creative briefing, client approvals, production coordination and campaign delivery.

2015–2019

SYRIATEL

Media Specialist

Campaign-based media planning across outdoor, digital, Facebook, websites and POS materials within a large in-house media team.

2014–2015

RAND

Social Media Coordinator

Managed Facebook and Instagram content calendars, created content, coordinated with designers and developers, and helped build the company website.

LET'S WORK TOGETHER

LET'S MAKE THE EXTRAORDINARY HAPPEN.

I build marketing systems that clients can trust and businesses can measure.

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WEBSITE

baselaliuae.com

LINKEDIN

linkedin.com/in/basel-ali4444

EMAIL

basel@baselaliuae.com

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