Osama AbdelAal

Chief Marketing Officer · Founder of Marifa

15+ years turning brands into growth engines across Egypt, Qatar and the UAE — from one of Egypt's earliest bloggers to a healthcare-group CMO and a SaaS founder.

📍 Dubai, United Arab Emirates ✉️ **osama@marifa.net**

🟢 Open to leadership & consulting

PROFILE

Marketing leader & digital entrepreneur

Senior marketing leader with 15+ years building brands, growing audiences and launching digital products across the MENA region. Today I lead marketing for a group of five healthcare and wellness brands in Dubai, own the full performance-media stack (Meta, Google, TikTok, Snapchat), and run my own SaaS venture, Marifa. I combine strategy with hands-on execution — and I build the systems that make growth repeatable.

15+

Years in marketing

5

Brands led as CMO

10 yrs

Hootsuite EMEA Ambassador

FOUNDER SPOTLIGHT

Founder · Built end-to-end

Marifa — معرفة · marifa.net

Marifa is my own venture — a trilingual (Arabic / English / French) knowledge platform paired with two cloud SaaS products. I conceived, designed, built and scaled the entire thing: brand, product, content, marketing and growth automation.

- **The platform:** 190+ in-depth articles across technology, health, business, science and lifestyle — engineered for SEO and monetized through Google AdSense, trilingual from the ground up.
- **The products: Marifa Dental** — a cloud management system for dental laboratories; and **Marifa Archive** — a documents & licensing management system for businesses. Both sold via free trial + subscription (SaaS).
- **The growth engine:** a fully automated content & social pipeline publishing across Facebook, Pinterest, TikTok and YouTube, with an SEO / indexing workflow wired to Google Search Console and Analytics.
- **The stack:** static-site generation on Cloudflare, AI-assisted content & video production, and data-driven optimization.

What it proves: complete ownership — from a blank domain to a live product, an indexed content library, multi-platform distribution and measurable growth.

EXPERIENCE

Where I've made an impact

Chief Marketing Officer

Noor Al Mamzar Medical Group — Dubai

Dec 2022 – Present

Lead marketing across five healthcare & wellness brands — Noor Al Mamzar Medical Center, Sydney Medical Center, Arya Medical Center, American Aesthetic Medical Center and Vita Sign Natural Health Supplements. Own strategy, brand, patient acquisition and the full performance-media stack (Meta, Google, TikTok, Snapchat).

Founder

Marifa — marifa.net

Ongoing

Built a trilingual knowledge platform and two SaaS products end-to-end — brand, product, content, marketing and a fully automated multi-platform growth engine.

Community Ambassador for EMEA (Volunteer)

Hootsuite

Mar 2014 – Mar 2024 · 10 years

Advocated Hootsuite's products and represented its community across Europe, the Middle East and Africa for a decade.

Social Media Manager

Ezdan Holding Group — Qatar

5+ years

Ran social media for the media team of one of Qatar's largest holding groups for over five years, managing multiple concurrent large-scale projects.

Social Media & Marketing

Alrayyan for Media & Marketing — Qatar

2012 – 2018

Delivered national-scale campaigns including Qatar National Day, recognized with certificates of appreciation from the Qatar Tourism Authority.

Blogger & Online Publisher

Independent — Egypt

Since 2008

One of Egypt's earliest bloggers; freelance writer and online publisher featured and interviewed by Al Jazeera and Alnahar.

CORE EXPERTISE

What I bring to a team

Marketing Strategy · Digital & Growth Marketing · Performance Media — Meta · Google · TikTok · Snapchat · Social Media Marketing · SEO · Brand Marketing · Public Relations · Marketing Consulting · Content Strategy · Marketing Automation · Team Leadership (Director level)

CERTIFICATIONS & RECOGNITION

- **Hootsuite Community Ambassador — EMEA** (2014–2024)
- **Social Media Marketing 2015** — SO ME Academy

- **Certificate of Appreciation** — Qatar Tourism Authority (2013)
- **Certificate of Appreciation** — Alrayyan for Media & Marketing (2013)

SPEAKING & PUBLICATIONS

- **Speaker** — Arab Social Media Forum
- Featured & interviewed by **Al Jazeera** (TV & web)
- Interviewed by **Alnahar** newspaper (2010)
- Selected projects: Qatar National Day · Ezdan Holding Group · Marifa

RECOMMENDATIONS

What colleagues say

> *One of the most hard-working, dedicated and flexible people I have worked with in my career. Highly knowledgeable in his field, with years of theoretical and practical experience — and a good people manager too.*

Ahmed Hussam
Founder & Chairman, Afqar · Digital Marketing Instructor, AUC

> *It's rare that you come across standout talent like Osama. His ability to juggle multiple projects made a dramatic difference in our team's productivity. He earns my highest heartfelt recommendation and would be an asset to any team.*

May Khourshid
Marketing Manager, Ezdan Hotels

EDUCATION

Bachelor's — Mass Communication / Media Studies
Cairo University
2015 – 2020

Diploma — Computer Science
Higher Future Institute for Specialized Technological Studies

1999 – 2002

LANGUAGES

Arabic	**Native**
English	**Professional**

FOCUS AREAS

Healthcare & aesthetics · Wellness & supplements · SaaS & digital products · Media & publishing · Government & national events.

LET'S WORK TOGETHER

Available for CMO roles & marketing consulting

✉️ osama@marifa.net 💬 +971 50 334 6910 in linkedin.com/in/osamaabdelaal

🌐 marifa.net 📍 Dubai, UAE

© 2026 Osama AbdelAal · Built on marifa.net