

# Robbie Adas

Robbie.adas89@gmail.com

04 55 795 268

Adelaide, SA

## Key skills

- Marketing strategy & campaign execution
- Project planning & delivery
- Market research & analysis
- Stakeholder engagement
- Team leadership
- Budget control, risk mitigation & resource optimisation
- Social media management & media buying
- Branding, content development and creative direction
- Business development & client relationship management
- Process improvement & operational efficiency

## Education

**Bachelors in Advertising** from  
The American  
University of Sharjah  
Graduated 2006

## Summary

Experienced marketing and project management professional with over a decade of delivering strategic initiatives. Led digital operations, client acquisition and team development across agency projects. Skilled in stakeholder engagement, team leadership and resource optimisation to ensure aligned and efficient project delivery.

## Career history

**Head of Marketing & Projects** at Hashtag Studio, Dubai, UAE.

June 2018 – May 2025

Led digital operations at Hashtag Advertising, expanding services, acquiring clients and building in-house capabilities. Managed project delivery and team operations to meet strategic goals.

### Key responsibilities

- Acquired new clients through outreach, pitching and relationship building.
- Developed marketing strategies and led key client accounts as main point of contact.
- Managed end-to-end delivery of client projects, aligning timelines and resources with objectives.
- Set up a media buying function and led the team across planning, execution and reporting.
- Recruited, trained and developed account executives and managers to build team capability.
- Established in-house production services including video, photography and motion graphics.
- Built partnerships with developers and technology providers to deliver digital projects.

**Head of Marketing & Projects** at Elephant Advertising, Dubai, UAE.

Dec 2014 – Dec 2017

Established and scaled the digital division at Elephant Advertising, leading teams and managing project delivery to drive growth and client success.

### Key responsibilities

- Built and scaled the digital division to 30 team members and 40 retainer clients within three years.
- Led project planning and delivery from client onboarding to execution, aligning timelines, resources and objectives.
- Managed day-to-day team operations, implementing workflows, processes and templates to streamline project execution.

- Recruited, trained and developed cross-functional teams across client servicing, creative, technical and production functions.
- Acted as primary project lead and client liaison, ensuring stakeholder alignment and successful delivery across all touchpoints.

### **Strategic Planner / Account Manager** at Socialize Agency, Dubai, UAE.

Mar 2012 – Nov 2014

Developed and executed impactful digital marketing projects at Socialize, enhancing client campaigns and building dedicated media and account management teams.

#### **Key responsibilities**

- Developed the agency offerings and technical knowledge of publishing platforms, reporting tools and media services.
- Provided strategic support and guidance to all agency teams to guide them with project strategies and day to day operations.
- Established and led a dedicated media buying team to plan and execute all media operations for the agency.
- Developed media strategies for each client, set up the paid media dashboards, optimized projects and provided reports upon completion.
- Served as the key point of contact for new business and responding to RFPs.

### **Marketing Manager GCC** at Dubizzle.com, Dubai, UAE.

March 2011 – Feb 2012

Managed marketing initiatives across GCC markets for Dubizzle, driving localized campaigns and building on-the-ground teams to expand brand presence.

#### **Key responsibilities**

- Market research to establish the presence in each market.
- Develop & present marketing plans to the board, as well as executing and reporting on campaigns.
- Hiring and managing a full team of on-the-ground marketing specialists in Kuwait and Qatar.
- Conceptualizing, producing and executing marketing campaigns.
- Liaising with creative and directly overseeing planning and buying for marketing campaigns.
- Liaising with outsourced teams for certain content generation and PR activities.

### **Social Media Executive** at Al Sayegh Media, Dubai, UAE.

Oct 2010 – Mar 2011

## Interests

---

- Football (Soccer).
- Gaming (PC, Xbox, VR).
- Technology and new tech.
- Cooking.
- Space exploration research.

## References

---

- **Name:** Rakan Alsharif Saleem.
- **Position:** Co-Founder.
- **Company:** Hashtag Studio.
- **Contact No:** +971 50 654 0055
- **Email:** rakan.alsharif@hashtagstudio.com
  
- **Name:** Akanksha Goel.
- **Position:** Founder.
- **Company:** Socialize Agency.
- **Contact No:** +971 50 105 8912
- **Email:** [akanksha@socialize.ae](mailto:akanksha@socialize.ae)
  
- **Name:** Junaid Qureshi.
- **Position:** Head of Technology.
- **Company:** Elephant Advertising.
- **Contact No:** +971 56 669 5245
- **Email:** junaidaliqureshi@gmail.com

## Linkedin Profile

---

<https://www.linkedin.com/in/rabieadas/>