

Robbie Adas

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Adelaide, SA

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Key skills

- Marketing strategy
- Social Strategy
- Social Media Campaigns
- Content & Creative
- Market research & analysis
- Campaign planning & execution
- Team leadership & development
- Media buying
- Branding & Brand Strategy
- Reporting & analytics
- Creative Direction, Animation & Design

Education

Bachelors in Advertising from The American University of Sharjah
Graduated 2010

Summary

Experienced marketing professional with over 10 years of hands-on expertise in digital strategy, content creation and integrated campaign execution. Skilled in growing brands through customer-first thinking, data-driven planning and cross-channel marketing. Known for driving measurable outcomes and building strong client relationships while working collaboratively across creative, performance, and product teams.

Career history

Head Of Digital Strategy at Creative Serum, Adelaide, SA.
June 2025 – Present

Restructured the agency's operations to drive efficiency, profitability and service expansion, while leading strategic delivery across major accounts and internal functions.

Key responsibilities

- Recruited and expanded the team across design, social media, web development, SEO and paid media.
- Introduced resourcing structures aligned with client revenue to improve cost control and profitability.
- Redesigned workflows, templates and delivery processes to streamline project execution and quality assurance.
- Handled all paid media activities and managed the performance across Google and Meta platforms.
- Served as lead strategist and copywriter across agency projects including website rebuilds, campaigns and client proposals.
- Directed the design team and scaled services to include motion graphics and video production.
- Acted as the primary contact for top-tier accounts and new business development, overseeing strategy and sales consultations.

Partner & Head of Marketing at Hashtag Studio, Dubai, UAE.
June 2018 – May 2025

Led the digital operations at Hashtag Advertising, expanding services, acquiring clients and building in-house capabilities to deliver innovative marketing solutions

Key responsibilities

- Acquiring new clients through outreach and pitching.
- Developed marketing strategies and served as the main point of contact on key client accounts.
- Set up a media buying arm for the agency and managed the media team from planning to execution and reporting.

- Developed a network of new technology providers and a team of developers for web/app projects.
- Led the recruitment, training and development of the account executives & managers.
- Set up an in-house production team to expand the agency services to include photography, videography and motion graphics.

Co-Founder & Head Of Marketing at Elephant Advertising, Dubai, UAE.

Dec 2014 – Dec 2017

Established and scaled Elephant Advertising's digital marketing division, managing teams and strategies to drive client success and business growth.

Key responsibilities

- Established the digital arm of Elephant Nation to reach a team of 30 employees and a portfolio of 40 retainer clients over the course of 3 years.
- Responsible for client outreach and business development from initial meeting to delivery of suggested marketing strategy and execution.
- Managed the full day to day operations of the digital team and developed the full structure for the daily workflow, processes and templates for the agency.
- Identified, recruited and developed talent across client servicing, creative, technical and production functions, as well as training and developing the team members to handle client requests and briefs.

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

Mar 2012 – Nov 2014

Developed and executed impactful digital marketing strategies 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 campaign 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 campaigns 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.

References

- **Name:** Nathan Trelease.
- **Position:** Co-Founder.
- **Company:** Creative Serum.
- **Contact No:** [04 03 280 479](tel:0403280479)
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- **Name:** Marissa Hankinson.
- **Position:** Chief Operating Officer.
- **Company:** Master Builders South Australia.
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- **Name:** Akanksha Goel.
- **Position:** Founder.
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