



Mr. Abdullah Saleh Hussein

Operations Manager | Technical Manager | Marketing

	96879120148
	Abdallahoman2026@Gmail.Com
	Rosomat.Net
	Male
	1993-12-11
	Married
	Muscat
	Oman
	Palestinian

I am Abdullah Saleh, an ambitious leader characterized by initiative, innovation, and the ability to adapt to different work environments. I have extensive and diverse experience in management, digital marketing, and business development, which gives me a comprehensive vision that combines strategic thinking and practical implementation. I believe that success is achieved through smart planning and continuous work, with a commitment to quality and team spirit. Throughout my career, I have led multiple projects and collaborated with diverse teams, honing my skills in organization, follow-through, and effective problem-solving. I have strong experience in building and maintaining professional relationships with clients and partners, achieving tangible results that contribute to business growth and sustainability. I have a strong ability to analyze the market and make strategic decisions, and I always strive to keep up with the latest trends and technologies in my field. I balance creativity with realism and seek to provide innovative, practical solutions that meet market needs and keep pace with rapid changes.

Education

Delta Institute For Vocational Training

Diploma - Diploma In Design 2012-3-1

Professional Diploma in Graphic Design – Delta Institute for Professional Training, 2012–2014

During my studies, I gained specialized knowledge in the principles of visual design, the use of professional design software, and the production of creative works that combine artistic and professional aspects. This program helped me develop my skills in creativity, visual thinking, and working on practical projects that reflect market needs.

Al-Aqsa Universities And Schools

Diploma - Graphic Design Diploma 📅 2010-2-4

During my studies at Al-Aqsa University and schools, I gained a solid foundation in science and general knowledge, in addition to acquiring important personal skills such as discipline, teamwork, and systematic thinking, which helped me develop my academic and professional abilities for the next stage of my educational career.

Experience

Rosomat | Saudi Arabia & Emirates

Founder & CEO 📅 2016-5-1 - Current

I founded and managed Rasomat Digital Solutions, a Saudi company specializing in digital marketing, website and application design, and advertising campaign management. As CEO, I was responsible for developing strategic plans, leading teams, and overseeing the development of services to meet the needs of the local and regional markets.

During my tenure, I successfully built strong partnerships with clients from various sectors and implemented marketing and creative projects that contributed to strengthening brand presence and achieving remarkable growth. I also worked to develop an innovative work environment that encourages creativity, increases efficiency, and delivers high-quality integrated digital solutions.

Zayna Digital | Jeddah Saudi Arabia

Co-Founder 📅 2019-10-1 - Current

Founder and Partner – Zayna Digital (Saudi Arabia)

I helped establish and manage Zayna Digital, a company specializing in digital solutions and marketing. I worked on developing the brand and providing creative design, digital marketing, and visual content services tailored to the local market. I was responsible for strategic planning, team leadership, and building relationships with clients and partners, with the aim of providing innovative digital solutions that support business growth and strengthen their presence in the Saudi market.

Samat Marketing Company | Saudi Arabia

Web Designer + Graphics Designer 📅 2016-1-2 - 2018-12-31

Business Sign | Saudi Arabia

Art Director & Graphic Designer 📅 2014-8-1 - 2018-1-1

In this role, I was responsible for leading and guiding the creative team in developing and implementing visual designs for technology and information projects. My tasks included overseeing the design of user interfaces (UI) and user experience (UX) for applications and websites, and ensuring visual consistency with the brand identity. I also worked on developing innovative visual concepts that supported the company's goals and met customer needs. This

role required close collaboration with development and content teams to ensure the delivery of integrated and effective design solutions.

Composite Pipes Industry LLC Oman

Marketing Consultant & Head Of Marketing  2025-6-1 - Current

Marketing Consultant at Composite Pipes Industry LLC in Muscat, Oman, specializing in developing marketing strategies for industries (GRP/GRE pipes), brand promotion, and increasing market share for clients locally and regionally.

MBC GROUP | Saudi Arabia

Senior Graphic Designer  2016-5-1 - 2018-1-1

I worked in the creative design team at MBC Group, where I was responsible for developing and implementing various visual designs for the group's programs. My tasks included designing logos, animations, and infographics, as well as updating illustrations and full graphics. This role required close collaboration with the editorial and production teams to ensure that the visual content was consistent and appealing, in line with the group's identity.

Shahid.Mbc | Saudi Arabia

UI/UX Designer  2016-5-1 - 2018-1-1

I worked in the creative design team at MBC Group, where I was responsible for developing and implementing various visual designs for the group's programs. My tasks included designing logos, animations, and infographics, as well as updating illustrations and full graphics. This role required close collaboration with the editorial and production teams to ensure that the visual content was consistent and appealing, in line with the group's identity.

Caribou Coffee | Saudi Arabia

Art Director

I oversaw the creative team and directed all visual projects for the company, including advertisements, logos, and marketing materials. I developed the brand's visual identity and ensured design consistency across digital and print platforms, working closely with marketing teams to ensure the highest quality execution of advertising campaigns.

King Abdulaziz Center For Cultural Communication

Senior Graphic Designer + Art Director  2019-7-1 - 2021-3-1

I oversaw all visual aspects of the center, including the design of advertising campaigns, promotional materials, and visual identity. I led the creative team and directed design projects to ensure high quality and visual consistency with the center's objectives. I also worked on developing innovative visual concepts to support cultural and communication messages and enhance the audience experience.

Gold Eve Skin Care | Saudi Arabia

Operations Manager And Marketing Consultant  2023-8-1 - Current

I was responsible for overseeing the daily operations of the stores and ensuring that they ran efficiently, as well as providing marketing advice to develop the brand and increase sales. I worked on designing innovative marketing strategies, managing promotional campaigns, and analyzing market data to enhance the customer experience and achieve growth targets.

Tech Zone Company | Saudi Arabia

Board Member | Marketing Consultant  2019-3-1 - Current

Board Member & Marketing Consultant (2019)

Provided marketing consulting and growth strategies that helped strengthen the company's presence in the Saudi market.

Aqar.Com

Head Of Marketing + Operations Manager  2023-8-1 - Current

I continue to work as a marketing manager and team leader, in addition to my responsibility for managing operations at Aqar.com. I oversee marketing strategies, lead the team to achieve growth targets, and monitor daily operations to ensure efficient performance and improve the user experience on the platform.

Rosomat | Palestine & Saudi Arabia Branch

Head Of Marketing + Art Director + Team Leader  2015-5-1 - Current

As Head of Marketing, responsible for developing marketing strategies, leading teams, managing advertising campaigns, and analyzing market performance to ensure brand growth and revenue increase.

Established and managed the marketing team from 2014 to 2023 to ensure the implementation of effective marketing strategies.

Established the call center team from 2015 to 2023 to provide direct customer support and improve the service experience.

Established the WhatsApp customer service team from 2016 to 2024 to facilitate quick communication with customers and resolve their inquiries.

Launch and manage customer projects from 2015 to 2025 to ensure successful projects that meet customer needs.

Establish a sales team from 2015 to 2023 to achieve sales targets and increase revenue.

Courses

International Computer Driving License ICDL Base

Friends Of The Profession Center  2006-1-1

International Computer Driving License (ICDL Base) – Friends Professional Center, Palestine

A comprehensive course for developing basic computer skills, including office applications, file management, the Internet, and IT fundamentals.

PHP Programming Language

Friends Of The Profession Center  2011-3-1

I completed specialized training in PHP programming as part of a programming diploma at the Friends Professional Center, where I gained practical skills in developing dynamic websites, managing databases, and creating integrated web applications with a focus on best programming practices.

Diploma In Graphic Design

Delta Vocational Center  2012-1-1

I provided practical and specialized training in graphic design from 2012 to 2014, which included teaching the use of design programs such as Photoshop and Illustrator, developing visual creativity skills, designing logos, posters, and prints, with a focus on practical applications for building a strong portfolio.

How To Launch Campaigns On Facebook And Instagram

The Rocket Marketing | American 📅 2019-2-1

How to Launch Campaigns on Facebook and Instagram – The Rocket Marketing, USA (2020)

During this course, I learned strategies for planning and managing advertising campaigns, accurately targeting audiences, and analyzing campaign performance to improve results and increase engagement.

Crisis Management In The Saudi Market

📅 2020-4-3

Crisis Management in the Saudi Market – Saudi Arabia (2020)

A specialized course in developing strategies for dealing with business challenges and crises, and analyzing risks to make the right decisions to enhance business stability.

Founder of Al-Baik Group – Saudi Arabia (2020)

Practical training on business establishment and management, brand development, and effective growth strategies for start-ups.

Introduction To Entrepreneurship

Edraak.Org 📅 2021-3-3

Introduction to Entrepreneurship – Edraak | edraak.org (2022)

A specialized course in the fundamentals of entrepreneurship, covering idea development, project planning, business opportunity assessment, and understanding the challenges of starting and managing a startup.

From The Basics To Mastering The Sales Process

Edraak.Org 📅 2021-1-3

The Art of Selling: From Basics to Mastering the Sales Process – Edraak | edraak.org (2023)

A specialized course in developing sales skills, understanding customer needs, mastering communication and persuasion strategies, and achieving sales targets with high efficiency.

How To Use Sales Techniques To Increase Your Sales

Dawrat.Com | دورات 📅 2021-2-3

I attended this course via the dawrat.com platform, where I learned the latest sales strategies and techniques, such as understanding customer needs, building trust, and creating added value. The course helped me develop my skills in persuasion and closing deals effectively, which directly improved my performance and increased sales results.

The Art Of Turning Ideas Into Successful Projects

Dawrat.Com | دورات 📅 2021-6-1

I attended this course with dawrat.com, which focused on how to move from the idea stage to building a successful project on the ground. Through it, I learned methods for generating ideas, evaluating their feasibility, developing a

practical action plan, as well as strategies for managing resources and avoiding risks. This course strengthened my entrepreneurial skills and helped me develop a more creative and realistic mindset for launching projects.

Digital Strategies For Startups

Almentor  2022-1-3

I attended this course, which covered the latest digital tools and strategies designed to support start-ups. I learned how to build an effective digital presence, leverage digital platforms for marketing and growth, and develop digital plans that help projects expand faster and more sustainably.

Performance Management And Feedback

Almentor  2023-4-4

I attended this course with Ms. Wafa Al-Baz, an expert in human development and human resource management, who has extensive experience in training leaders and developing work teams. The course focused on effective performance evaluation methods and providing constructive feedback, which helped me improve my leadership and team management skills to achieve work goals efficiently.

Location

I live in Muscat, Oman, and travel between Saudi Arabia, the United Arab Emirates, Oman, Egypt, and Jordan for work and professional projects.

Achievements

Establishment Of Rosomat Digital Company | UAE | Sa

[Https://Rosomat.Co](https://Rosomat.Co)  2015-5-1

is a company specializing in providing creative and innovative solutions in the field of digital marketing and content design. The company focuses on building distinctive commercial identities, designing effective advertising campaigns, and providing IT and programming solutions that meet the needs of businesses in the digital market.

Establishment Of Zina Holding Group

Zinaa.Net  2019-10-1

Zina Holding is an integrated investment group that brings together a bunch of leading companies offering innovative solutions in different fields, including digital marketing, programming, real estate marketing, and business setup.

Establishment Of Aqar.Com | Saudi Arabia

 2023-8-1

An innovative real estate platform and app that connects individual investors with trusted real estate companies in Saudi Arabia, the UAE, Qatar, Oman, the UK, and Turkey. Aqar.com provides a seamless experience for viewing and purchasing the best real estate investment opportunities, facilitating access to diverse and reliable projects in local and international markets. Whether you are an investor looking for lucrative investment opportunities or a company seeking to reach a wider range of customers, Aqar.com is your smart gateway to the world of real estate.

Establishment Of Zayna Al-Ibdaa Company | Sultanat

Zinaa.Net  2025-5-1

A company specializing in providing creative and innovative solutions in the field of digital marketing and content design, based in the Sultanate of Oman. The company focuses on building distinctive commercial identities, designing effective advertising campaigns, and providing IT and programming solutions that meet the needs of businesses in the Omani market.

Skills

Experience in managing social media accounts	Expert
Experience in using computer programs and communic	Expert
Microsoft Office Google	Expert
Advertising management via Snapchat, Google, TikTo	Expert
Effective communication skills with customers	Expert
Graphic design (Adobe Photoshop, Illustrator, InDe	Expert
Designing logos, posters, and visual advertising m	Expert
Digital marketing and advertising campaign managem	Expert
User interface and user experience (UI/UX) design	Expert
Professional skill in email marketing	Expert
Ability to problem solve and make quick decisions	Expert
Simplifying information and explaining concepts cr	Expert
Managing creative teams and coordinating	Expert
Developing visual identities for brands	Expert
Visual analysis and creative content for digital m	Expert
Strategic planning for digital projects	Expert
Training and coaching skills in marketing	Expert
Training and coaching skills in entrepreneurship	Expert
Project management and task organization	Expert
Skill in digital marketing and media buying	Expert
Strategic planning and project management	Expert
Business development and revenue growth	Expert
Team management and administrative leadership	Expert
Market and competitor analysis	Expert

Building professional relationships and partnershi	Expert
Budget and financial resource management	Expert
Developing marketing and sales strategies	Expert
Creating innovative business solutions	Expert
Using new tools in marketing 2024-2025	Expert
Using new tools in the call center	Expert
Use of tools in digital solutions 2025	Expert
Professional skill in marketing via WhatsApp	Expert
Data analysis to increase growth	Expert
Managing ads via Facebook and Instagram	Expert
Manage promotion via Apple Ads	Expert
Promotion and Advertising Management LinkedIn Plat	Expert
Risk and Crisis Management	Expert
Growth and expansion strategies for startups	Expert
Project planning and management	Expert
Developing strategic relationships and partnership	Expert
Building strategic partnerships with investors	Expert
Technical Team Management Marketing	Expert
Establishing technology companies Marketing	Expert
Experience in restaurants Cafés inside the Gulf	Expert
Experience in creating online stores Al Khaleej	Expert
Experience in website management	Expert
Smartphone Application Management Experience	Expert
Experience in project management (applications)	Expert
Experience in managing the Call Center team	Expert

References

Mohammed Bin Mahraz – Saudi Arabia

Mohammed bin Mahraz – Saudi Arabia

Owner of Zeina Advertising and Marketing Company, specializing in providing digital and advertising solutions and

managing marketing campaigns for companies and businesses.

Ali Saif Al-Maskari | Oman

Ali Saif Al Masri – Human Resources Manager, Composite Pipes Industry LLC, Sultanate of Oman
Responsible for human resources management and recruitment at the company, with experience in monitoring employee performance and organizing administrative processes. You can contact him by calling

Ibrahim Khalil Abu Al-Ala | Oman

Ibrahim Khalil Abualela – Managing Director, Zeina Al-Ibdaa Company, Muscat, Sultanate of Oman
Responsible for managing administrative operations and organizing work teams within the company, with experience in project monitoring and ensuring efficient workflow. He can be contacted via email.

A. Ahmed Saleh | Palestine

Ahmed Saleh – Operations Manager, Digital Graphics Company
Responsible for overseeing daily operations and managing work teams within the company, with experience in implementing digital and marketing projects with high efficiency. He can be contacted via email.

Languages

Arabic	Native
English	Upper Intermediate

Links

Facebook	abodps8 ↗
Instagram	abodps8 ↗
X (formerly Twitter)	abodps8 ↗
LinkedIn	abodps8 ↗

Interests

- Reading and self-development
- Keep up with the latest developments in marketing
- Innovation and creativity in digital and graphic
- Experimenting with new marketing methods
- Teaching new tools in artificial intelligence
- Digital marketing and data analysis

☐ Problem solving and planning

☐ Learning and attending workshops

➤ Writing content in the Saudi dialect

☐ Understanding Saudi, Emirati, and Omani culture

☐ Teamwork and creative projects

☐ Continuous learning in digital marketing

☐ Social media marketing strategies