

ABDALLA BAYOUMI

GCC CONTENT STRATEGY | CONTENT-LED GROWTH

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linkedin.com/in/abdallabayoumi | Arabic (native) · English (fluent) · Turkish (fluent)

PROFILE

Arabic-native content strategist and founder with **8+ years** across Saudi digital platforms, AI education and multilingual publishing. Led bilingual content design for **Diriyah and New Murabba**, scaled a **24-language** platform and developed Saudi football community content and creator research. Combines cultural insight, analytical decision-making and hands-on execution across editorial, discovery, localisation and AI-assisted production, with results including **2x organic traffic** and **+120% average session duration**.

CORE CAPABILITIES

Market content strategy · Arabic localisation · Editorial planning & cultural trends · Content discovery & SEO · Personalisation & taxonomy · Content quality & governance · Creator mapping & partnerships · Analytics & experimentation · Cross-functional delivery · AI-assisted content production (AIGC)

SELECTED SAUDI & GCC EXPERIENCE

Sfere

Aug 2026 - Present

Communications Manager

- Own Saudi-facing marketing and content strategy for a customer intelligence business, translating leadership priorities into brand positioning, sector messaging, editorial plans and sales enablement.
- Develop Arabic and English content across LinkedIn, executive thought leadership, landing pages and campaign materials; coordinate local review to maintain cultural relevance and visual consistency.
- Turn Saudi market research, consumer insights and sales feedback into sector-specific narratives for ecommerce, retail, sports and financial services.
- Lead website and content delivery with leadership, sales and technical teams; use analytics to refine customer journeys and AI-assisted workflows to produce copy, visuals and presentations.

Publicis Sapient

May 2025 - Jun 2026

Content Design Manager | Diriyah & New Murabba

- Led Arabic/English content design for major Saudi destination platforms, translating business priorities and Figma designs into reusable content structures and author-ready guidance.
- Built a **65-sheet content framework** for **45+ reusable components**, defining authoring rules and quality checks to support consistent, scalable Arabic/English production across AEM and Sitecore.
- Defined preference taxonomies, scoring logic and recommendation messaging for a personalised itinerary planner, supporting relevant content discovery and coherent user journeys.
- Established metadata, localisation and content-quality standards; aligned client, product, design, development, SEO and QA teams through reviews, CMS handoff and user acceptance testing.

Sanabil Venture Studio by Stryber

Social Media Content Strategist | Contract engagement

- Built a Saudi football community from zero, publishing **1,000+ assets on X** and generating **600K+ impressions** through locally relevant sports content.
- Mapped **250+ Saudi/GCC football creators** and media personalities by audience fit, club affiliation, scale and content style to inform partnership opportunities.
- Localised a football app's UI/UX into culturally relevant Arabic; shaped community tone of voice and designed quizzes, polls and voting formats to support engagement and repeat visits.

GROWTH, PUBLISHING & EDITORIAL EXPERIENCE

AI IXX

Apr 2024 - Present

Digital Marketing Specialist

- Lead multi-format content production across articles, YouTube, email, social media and interactive experiences, working with design and development to turn technical AI topics into accessible content.
- Built **70+ interactive learning elements**, increasing average session duration by **120%**; improved site health from **71 to 92/100** through technical and on-page SEO.
- Directed YouTube and email content operations, combining keyword strategy, audience segmentation and testing to scale the YouTube channel to **100,000 subscribers**.
- Produced **200+ articles**, **40+ newsletters** and two flagship guides of 161 and 173 pages, combining editorial depth, practical demonstrations and consistent visual presentation.
- Build repeatable AI-assisted research, design, automation and voice/video workflows; use Canva, Make and generative AI tools to support hands-on production at scale.

Turkpidya

Jun 2020 - Jan 2024

Founder & Director

- Founded and bootstrapped a digital encyclopedia to **12.5M+ words across 24 languages**, leading a remote team across editorial, SEO, development and UI/UX.
- **Doubled organic traffic in 12 months** through multilingual SEO architecture and Core Web Vitals improvements; created authoring guidance to maintain consistency across languages.
- Managed campaigns delivering **30M+ Google Ads impressions**; used GA4, Microsoft Clarity and behavioural tracking to refine targeting, content priorities and audience journeys.
- Managed budgets and partnerships while sustaining **90%+ profit margins**; secured relationships with Türkiye's Ministry of Culture & Tourism and Eskişehir Municipality, plus coverage from TRT World, TRT Arabi and NTV.

Saudileague.com

Sep 2018 - Jun 2021

Senior Editor | Saudi football coverage

- Authored **6,000+ Arabic match reports and features**, combining Fusha editorial quality, live-event responsiveness and an understanding of Saudi football audiences.
- Used keyword research and SEO to place **187 keywords in Google's Top 3** and increase organic click-through rate by **24%**.

TOOLS & WORKING LANGUAGES

Discovery & measurement: GA4, Microsoft Clarity, Semrush, Ahrefs, Google Ads, A/B testing.

Content & production: Canva, Figma, AEM, Sitecore, WordPress, Brevo, HTML/CSS/JavaScript.

AI & automation: Make, Zapier, generative AI, AI voice/video tools, Python automation.

Languages: Arabic - native (Fusha, Saudi and Egyptian); English - fluent; Turkish - fluent.

EDUCATION & PROFESSIONAL DEVELOPMENT

Eskişehir Technical University | Bachelor's degree, Materials Engineering | 2018-2023

Google Digital Marketing & E-commerce Professional Certificate | 2024

Additional training: HubSpot Content Marketing; Google Foundations of UX Design.