



أنس المرعي
Anas Almarie

I Breathe Digital



- Mind-mapping
- Professional Creativity
- Digital Fluency
- Professional Networking
- Negotiation
- Analytical Skills
- Tech Literacy
- Emotional Intelligence



- Digital Marketing
- Social Media Marketing
- Digital Customer Experience
- Performance Marketing
- Web Design Mgmt.
- Web Optimisation
- Branding Projects Mgmt.
- E-Commerce
- Content Marketing
- Content Development
- Digital Brand Audit
- Digital Brand Protection
- Digital Marketing Audit
- Digital Marketing Tools
- Social Media Marketing Tools
- AI Marketing Tools



- Keynote Speaking
- Media Guest



- Bilingual, Arabic/English
- Instructional Design
- Corporate Training
- Government Training
- Workshop Facilitation
- Online Training
- CXOs Digital Coaching & Training
- Trainees Engagement
- Training Programs Design, Development & Delivery
- Advanced Presentation Skills



- Generative AI
 - Text-to-Image Generation
 - Text-to-Video Generation
 - Video-to-Video Generation
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- Gemini
 - ChatGPT
 - Midjourney
 - Kaiber
 - DALL-E
 - Perplexity



- Cultural Empathy
- Crisis Management
- Problem Solving
- Decision Making
- Delegation
- Team Leadership
- Continuous Learning



- Corporate Communication
- Communication Mgmt.
- Digital PR
- Media Relations
- Media Intelligence
- Media Interviews
- LIVE Talk Shows
- CSR/Sustainability
- Stakeholders Engagement
- Culturally-sensitive Comm.
- Strategy & Execution

Speaking & Training Experience

(2021 - Present) Adjunct Faculty,
DAH University, KSA.
www.dah.edu.sa



Professional Digital Diploma - Ireland

(2019 - Present) Adjunct Faculty,
Dubai University, UAE.
www.ud.ac.ae



Lecturing on social media marketing, digital
disruption, and digital strategy for the
Professional digital marketing diploma at the
Center for Executive Development.

(2018 - 2019) Digital Marketing Trainer
Dubai - UAE.
www.pwcacademy-me.com



Social media training courses and workshops for corporates,
government entities within the Middle East.

(2017 - Present) Digital Marketing Trainer
Online & In-class.
www.digitalmarketinginstitute.com



Delivering online and in class modules via a network of
official international certification of The Digital Marketing
Institute - Ireland for the public and in-house courses.

(2017 - Present) Digital Marketing Trainer
Sharjah - UAE.
smtc.smc.ae



Delivering social media courses for Sharjah
Government entities and journalists.

(2014 - Present) Digital Marketing Trainer
Dubai - UAE.
www.socialstation.ae



Delivering in partnership & affiliation with
world-class social media solutions, training courses
and workshops to fortune 500, corporates,
government entities, NGOs, SMEs & Start-ups.

(2015 - Present) Digital Marketing Speaker
and Trainer
Dubai - UAE.
www.dmc.ae



Training journalists, spokesperson(s),
editors, reporters, media professionals,
TV anchors, media and internet entrepreneurs...etc.

(2015 - 2020) Lecturer & Trainer
Dubai - UAE.
www.dubailand.gov.ae



Social Media & Digital Marketing Training
for realtors and real estate professionals.

(2012 - 2013) Lecturer
Sharjah - UAE.
www.sharjah.ac.ae



Teaching Engineering Lab for the
Sustainable & Renewable Engineering Department.

Pro-bono Experience

(2023 - Present) Dubai City Leader
Seattle - USA.
wwwFOUNDERSLIVE.com



In-charge of organising, planning and marketing
the frequent event, networking with and selecting
top start-up founders to present, and joyfully building
the Founders Live community in Dubai.

(2016 - Present) Spokesperson,
Board & Founding Member
Dubai - UAE.
www.arabsdmc.com



Managing pan Arab countries training
activities, training, induction sessions, community
engagement, and the acting spokesperson.

(2015 - 2018) Co-Host
Dubai - UAE.
www.shrm.org



Co-hosting #HRMEChat; a weekly LIVE talk show in affiliation
with SHRM, featuring CXOs, decision makers, and thought
leaders in HR, Technology & Innovation in MEA region.

Keynote Speaker, Government & Corporate Trainer, Facilitator, Moderator



(2023) Customer Data Platform, Pierre Fabre, Doha - Qatar

www.pierre-fabre.com

(2022) Digital and E-retail Summit, Pierre Fabre, Dubai - UAE

www.pierre-fabre.com

(2022) Digital Shaping for Pharmaceutical Companies,
Mundipharma, Dubai - UAE

www.mundipharma.com

(2019) Sharjah Int'l Book Fair, Sharjah - UAE

www.sibf.com

(2019) Social Media Governance Summit, Dubai - UAE

www.smgis.com

(2019) CHSA, Dubai - UAE

www.chsa.com

(2019) Middle East Events Show, Dubai - UAE

www.me-eventshow.com

(2018) Customer Happiness Summit & Awards

www.chsa.ae

(2018) MODUL University, UAE

www.modul.ac.ae

(2018) Digital Marketing Institute

www.DigitalMarketingInstitute.com

(2018) Lean In - Arabia

www.leanin.org

(2017) Customer Experience Conference - Maldives

www.cxfo.com/mv

(2017) Era of Digital Disruption, Dubai - UAE

www.spjain.ae

(2017) Fingerprint Print of Change, Jordan

www.reference-rcd.com

(2017) Middle East University, Jordan

www.meu.edu.jo

(2017) Gulf Petroluem & Chemicals Association, GPCA

www.gpca.org.ae

(2017) International Association of Professional Congress
Organiser, Dubai - UAE

www.iapco2017.com

(2017) AURAK Career Fair, RAK - UAE

www.aurak.ac.ae

(2017) Fujairah Fair - UAE

www.fujfair.com

(2017) Dubai Expo 2020, Dubai - UAE

www.expo2020dubai.ae

(2017) THE TANK by Umniah, Jordan

www.umniah.com

(2017) Social Media Week Dubai, UAE

www.smwidubai.com

(2017) UAE Innovates, Dubai - UAE

www.uaeinnovates.ae

(2016) UAE Government Leaders Programme

www.uaeglp.gov.ae

(2016) Dubai Real Estate Institute, UAE

www.dubailand.gov.ae

Public Authority for Social Insurance

www.pasi.gov.om

(2016) Sharjah International Book Fair

www.sibf.com

(2016) Middle East Events Show, Dubai - UAE

www.me-eventshow.com

(2016) STEP Conference, Dubai - UAE

www.stepconference.com

(2016) Digital Marketing Summit, Sudan

www.digitalmarketingafrica.net

(2016) Annual Leadership & Management Congress, Shj - UAE

www.alleem.com/leadershipmanagement/

(2016) Marketing & Branding Congress Week

www.alleem.com/marketingbranding/

(2015) Customer Engagement Technology Conference, UAE

www.cetmiddleeast.com

(2015) TAKREEM Awards, Dubai - UAE

www.takreem.net

(2015) Social Media For Professionals #SM4P, Bahrain

www.smc Bahrain.org/sm4p/

(2015) Zain Innovation Centre, Jordan

www.jo.zain.com

(2015) SME World Summit, Dubai - UAE

www.smeworld.ae

(2012) LinkedIn Session, University of Sharjah Open Day

www.sharjah.ac.ae

Distinguished Honorary Roles

(2020) Chair Judge

www.arcetglobal.com



(2019) Jury

www.chsa.ae



(2015,16,17) Chair Judge

IBXAwards.com

(2016, 2017) Chair Judge

GulfCXawards.com



(2016, 2017) Chair Judge

GulfCXawards.com



(2016, 2017) Chair Judge

GulfCXawards.com



(2017) Chair Judge

GulfRealEstateAwards.com



(2016, 2017) Chair Judge

GulfSustainabilityAwards.com



References



Brad Boyson

Founder - HR Learn In

brad@boyson.com



Craig Lee

CX Advisor, Tribe CX

craigleedxb@gmail.com



Amer Zureikat

Multichannel Head, Sanofi Pasteur

zureikat.amer@gmail.com



Professional Memberships

(2008 - Present) www.toastmasters.org

Toastmasters International



(2015 - Present) www.socialmediacub.org

Social Media Club



(2016 - Present) www.asdmc.com

Arab Social & Digital Marketing Council



Professional Certification

(2015) www.nismonline.org

National Institute for Social Media



Awards & Achievements

- Best Speaker, Toastmasters International
- Best Evaluator, Toastmasters International
- Best Impromptu Speaker, Toastmasters International
- Award-winning Entrepreneur, 2015, Dubai Internet City, Best App, Smart City App Hack
- Volunteers' Oscar, Calderdale, UK - 2008

