

AMR SAMIR EDRIS

Senior Account Manager | Mega Events & Large-Scale Productions | Government & Corporate Clients | MENA Region

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PROFESSIONAL SUMMARY

Senior Account Manager and Project Manager with 5+ years of experience delivering mega events, large-scale government productions, and corporate activations across the UAE, Egypt, Kuwait, and the wider MENA region. Proven track record of owning client relationships end-to-end from brief and concept development through budget management, cross-functional team coordination, on-ground execution, and post-event reporting. Experienced working on some of the world's most high-profile events, including COP 27 & 28, Expo 2020 Dubai, Formula 1 Abu Dhabi Grand Prix, and international film festivals. Commercially minded with a strong understanding of account profitability, scope management, and stakeholder expectations at government and C-level. Native Arabic and fluent English speaker. PMP certification in progress.

PROFESSIONAL EXPERIENCE

Senior Account Manager & Projects Manager | Zawaya Group

Abu Dhabi, UAE | Sep 2024 – May 2026

Account Management & Client Relations

- Owned 15+ client accounts end-to-end across UAE government entities, cultural institutions, and corporate brands, serving as primary point of contact from brief through strategy, execution, and post-campaign reporting, contributing to AED 5M+ in revenue growth over 12 months.
- Built and delivered full concept proposals from scratch for every client engagement, taking briefs through full concept development, creative direction, budget creation, and execution planning before delivering on the ground.
- Managed client relationships with government entities, including DCT Abu Dhabi, Department of Health UAE, DET/Visit Dubai, Louvre Abu Dhabi, and Qasr Al Hosn, navigating complex stakeholder environments and maintaining a trusted advisor status throughout all project phases.
- Presented strategy recommendations, campaign performance insights, and post-event analytics reports directly to senior government and corporate stakeholders, protecting project scope, timelines, and budgets while maintaining client satisfaction.
- Managed sponsor and partner relationships end-to-end from negotiation and contract activation through on-ground integration, post-event reporting, and renewal identifying and executing organic account growth opportunities.
- Identified upsell and account expansion opportunities across 15+ client accounts contributing to AED 5M+ in total event-driven revenue through strategic proposals and scope development.

Project Management & Event Delivery

- Served as Main Project Lead, Stage Manager, and Production Lead for DEF GameExpo 2026, the UAE's largest esports production, delivered in partnership with DET/Visit Dubai, managing all project phases from pre-production planning through live operations and full dismantle, reaching 30,000+ physical attendees and 500,000+ online viewers.
- Delivered 20+ large-scale events across government, cultural, corporate, and entertainment sectors, managing full project lifecycles covering concept development, budget control, vendor management, logistics, cross-functional team coordination, on-ground execution, and post-event reporting simultaneously.
- Led cross-functional teams of contractors, vendors, creative suppliers, technical crews, and event staff across multiple concurrent productions, maintaining zero missed deadlines across all activations.
- Oversaw integrated digital marketing campaigns with budgets reaching AED 2M per activation alongside event delivery, managing paid social, influencer partnerships, and community engagement strategy in parallel with production operations.

Senior Account Manager Digital & Events | [FP7 McCann](#)

Cairo, Egypt & Dubai, UAE | Jun 2022 – Sep 2024

- ▶ Managed 10+ major brand accounts simultaneously as primary client contact, presenting strategies, performance insights, and recommendations directly to C-level and government stakeholders across FMCG, real estate, financial, tech, and tourism sectors.
- ▶ Handled Egypt's Ministry of Tourism & Antiquities (Experience Egypt), one of the agency's most complex government accounts, managing its global presence across 13 languages and coordinating cross-functional teams across multiple international markets.
- ▶ Oversaw media and campaign budgets exceeding \$10M USD across multi-industry accounts, managing full campaign cycles including TV ad production, media planning and buying, paid social, and integrated digital activations.
- ▶ Contributed to new business pitches and account growth, leveraging audience insights and performance data to build strategic narratives that helped the agency win and retain major regional accounts.
- ▶ Produced daily, weekly, monthly, and annual performance analytics reports using Talkwalker, Brandwatch, Sprinklr, HubSpot, and Google Analytics, translating data into actionable recommendations for senior client stakeholders.

Event Manager | [Expo 2020 Dubai](#)

Dubai, UAE | Aug 2021 – Apr 2022

- ▶ Managed end-to-end event coordination across 100+ live concerts and cultural events over six months at the world's largest Expo overseeing logistics, staffing, VIP and protocol guest management for government and diplomatic attendees, and real-time operational troubleshooting without a single critical incident.
- ▶ Ensured full compliance with HSE, venue regulations, and security standards maintaining clear documentation and communication with senior management throughout the event lifecycle.

Community & Quality Control Coordinator | [Emaar](#)

North Coast, Egypt | Feb 2021 – Jul 2021

- ▶ Supported the operational launch of Marassi Marina and Yacht Club auditing vendors across F&B, beach, and community operations and producing quality control reports adopted by management to maintain Emaar brand standards.

Event & Community Manager (Voluntary) | [Deep Space Initiative](#)

Global / UAE | 2023 – Present

- ▶ Planned and managed the organisation's flagship annual event in Sydney as sole Event Manager owning vendor sourcing, sponsorship coordination, and full run-of-show design from concept through execution for a global non-profit.

SELECTED EVENT PORTFOLIO

Mega & International Events

- ▶ COP 28 Dubai, UAE
- ▶ COP 27 Sharm El Sheikh, Egypt
- ▶ Formula 1 Abu Dhabi Grand Prix Yas Marina Circuit, UAE
- ▶ Expo 2020 Dubai, World's Largest Expo, UAE
- ▶ DEF Game Expo 2026 Dubai World Trade Center, in partnership with DET/Visit Dubai

Government & Cultural Events

- ▶ National Day & Flag Day Activations Department of Health, UAE
- ▶ Emirati Women's Day Activation UAE
- ▶ Urban Treasures DCT Abu Dhabi
- ▶ Louvre Abu Dhabi & Qasr Al Hosn Activations DCT Abu Dhabi

- El Gouna Film Festival, Egypt
- Cairo International Film Festival, Egypt
- Shababco Festival, Egypt

Entertainment, Sports & Corporate

- EA Sports FC 25 Ramadan Tournament Broadcast Coordinator & Studio Manager (EA & Sony)
- MEFCC 2025, Abu Dhabi Stage Manager & Back of House Manager
- Animania Abu Dhabi Stage Manager & Back of House Manager
- Open Fire Festival Project Manager
- Medical Conferences Kuwait (GHA/SCAI Shock Middle East Meeting)

EDUCATION & CERTIFICATIONS

Bachelor of Commerce & Business Administration Helwan University, Egypt, 2021 | Major: Business Management & Marketing

Certifications: Project Management | Digital Marketing & Social Media Management | Google Certified | Meta Certified | PMP In Progress

CORE SKILLS

Account Management: Client relationship ownership | Brief-to-execution delivery | Concept & proposal development | Stakeholder management | Account growth & upselling | Budget & contract management

Project Management: End-to-end event production | Run-of-show design | Vendor & contractor management | Cross-functional team leadership | Risk management | Post-event reporting

Digital & Marketing: Integrated campaign strategy | Paid social | Social listening | Performance analytics | CRM implementation | Brandwatch | HubSpot | Google Analytics

Languages: Arabic (Native) | English (Fluent)