

P O R T F O L I O

AMR SAMIR EDRIS

Full-Spectrum Events & Digital Marketing Professional

Mega Events · Government Ceremonies · Cultural Activations · Film Festivals
Medical Conferences · Corporate Events · Concerts · Esports · FMCG Campaigns
5+ years across UAE, KSA, Kuwait, and MENA.

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Concept to delivery, in any industry.

- I take a client brief and return a full concept proposal ideas, budgets, execution plan.
- On-ground I cover stage management, back of house, crowd management, and registration.
- My background is full-spectrum, not gaming-specialist: government ceremonies, cultural activations, film festivals, medical conferences, corporate events, concerts, esports, and FMCG campaigns.

What I deliver

CONCEPT & PROPOSALS

- Full concept proposals from brief
- Budgets, BOQs, technical specs
- Run-of-show development
- Production timelines & milestones
- Social media strategies (AED 10M+) in 2025

ON-GROUND PRODUCTION

- Stage management
- Back-of-house operations
- Crowd & queue management
- Registration & accreditation

CONTENT & BROADCAST

- Stage content & activities design
- Live broadcast & studio direction
- Talent & influencer management
- International esports player handling

DIGITAL & MARKETING

- Social strategy
- Influencer campaigns
- CRM implementation & ROI reporting
- Multi-language content (13 languages)

Where I've worked

Government & Cultural

DCT Abu Dhabi · DET · Cultural Foundation · NAJAH Expo · Urban Treasures · Expo 2020 Dubai

Gaming & Esports

DEF GameExpo · ME FCC · Animenia · Blast Zone · EA Sports FC · UAE Pro League · AD Gaming

Film Festivals

El Gouna Film Festival · Cairo International Film Festival · Pixoul / The Hall

Medical & Healthcare

Gulf Heart Association · GHA–SCAI Shock ME Meeting · Pharma field events

Summits & Conferences

Games for Change Middle East · Corporate summits · Speaker logistics

FMCG & Brand

McDonald's · Nescafé · Maggi · Heinz · CIB · Palm Hills · Mansour Automotive

International

Sydney (Deep Space Connect) · Kuwait · KSA · Egypt · UAE

01

Gaming & Esports

Large-scale activations, esports tournaments, broadcast production

DEF GameExpo 2026

Dubai Esports & Games Festival (DET / Visit Dubai) · 2026

ROLE

Main Project Lead (full lifecycle)
Event-days: Stage Manager · Production
Lead · Run-of-Show / Schedule Manager

SCOPE

Multi-day esports and gaming expo for
DET. Led production planning, weekly
alignment with DET (Rami Akawi, Tony,
Dennis Slade), Eventify, Gamers Hub, and
Tech X Hub. Built ROS, activities and
tournaments workbook, talent scheduling
across confirmed and optional hosts.
Author of the original proposal and BOQ.

IMPACT

End-to-end ownership: brief → concept →
BOQ → delivery → stage management.
Government client, multi-vendor
coordination across 4+ partner agencies.

Delivered with Zawaya Gaming team for
DET / Dubai Esports & Games Festival.

MEFCC Gaming Arena 2025

Middle East Film & Comic Con · AD Gaming · 2025

ROLE

Project Lead · Main Stage Manager · Activities Manager
Content Manager (stage) · Influencer Manager · International Esports Player Handling

SCOPE

3-day live gaming stage at Abu Dhabi's largest pop-culture event. Designed and ran the activities program: trivia, Tekken Showdown, Nations Cup, Mario Kart, Class Warfare. Managed international esports talent, hosts, and stage content across 3 days.

IMPACT

28h of content · 25K+ footfall · 100+ live tournaments · 1K+ players.
4.4K total website views supporting the event.

Event delivered by Zawaya Gaming team in partnership with AD Gaming and MEFCC.

EA Sports FC Ramadan Tournament 2025

EA Sports FC · Saudi Pro League · Sony · 2025

ROLE

Project Lead · Content Manager
Broadcast Manager and Studio Manager (finals)
Influencer Campaign Lead · Marketing Campaign Lead

SCOPE

Flagship MENA Ramadan IP for EA Sports FC. Owned the full project lifecycle: content strategy, influencer campaign, marketing, and broadcast delivery for the finals (studio direction, broadcast production).

IMPACT

25,000+ players annually (team) · Top regional creators activated.
Winners attended the UEFA Champions League Finals.

Event delivered by Zawaya Gaming team in partnership with EA Sports FC.

EA Sports FC Ramadan Tournament 2024

EA Sports FC · 2024 · Event in Riyadh, KSA

ROLE

Project Lead · Content · Influencer & Marketing Campaigns · Broadcast support.

Delivered remotely from UAE.

SCOPE

KSA-hosted edition delivered with cross-border coordination from the UAE.
Demonstrated multi-market remote production capability.

IMPACT

Established the Ramadan Tournament as a recurring flagship IP, scaled into 2025.

Event delivered by Zawaya Gaming team in partnership with EA Sports FC.

Animenia Abu Dhabi

DCT Abu Dhabi Gaming · Oct 2024 · Manarat al Saadiyat

ROLE

Project Lead (one of) · Stage Manager · Content Manager · Activities Manager (designed and built the stage activities program)

SCOPE

5-day anime and pop-culture festival at Manarat al Saadiyat. Designed the on-stage activities, ran stage content, managed talent and hosts across the run.

IMPACT

Delivered the inaugural Animenia in Abu Dhabi a new IP for DCT, integrating Japanese pop culture with regional gaming audiences.

Event delivered by Zawaya Gaming team for DCT Abu Dhabi Gaming.

Abu Dhabi Gaming Experience

DCT Abu Dhabi Gaming · Nov 2024 · Yas Mall

ROLE

Experience Designer · Project Lead (one of)
· On-ground Event Producer

SCOPE

4-day mall-based gaming activation
converting Yas Mall into a public gaming
hub. Designed the experience and zones,
led on-ground delivery and producer
functions.

IMPACT

Public-facing activation attracting families,
casual gamers, and core audiences.
Established AD Gaming presence in high-
footfall retail context.

Event delivered by Zawaya Gaming team
for DCT Abu Dhabi Gaming.

Blast Zone

DCT Abu Dhabi Gaming · Blast Premier · 2024

ROLE

Team contribution within the Zawaya production crew.

SCOPE

2-day gaming and pop-culture festival integrated with Blast Premier World Finals. Featured stage tournaments, esports academy, mobile gaming, and Retro Arcade zone.

IMPACT

5,000+ tickets sold (exceeding prior year).

Event delivered by Zawaya Gaming team for DCT Abu Dhabi Gaming.

eUAE Pro League (2021–2024)

UAE Pro League · 2021 2024

ROLE

Team contribution within the Zawaya production crew.

SCOPE

Long-running tie-up between UAE Pro League and EA Sports, with all 14 Pro clubs fielding esports athletes. Four editions delivered as a sustainable, growing IP.

IMPACT

3,300+ players · 2,250+ matches · 6,600+ goals · 378K total views · 326K unique viewers · 50+ hours of content. Winners progressed to global stage.

Event delivered by Zawaya Gaming team for the UAE Pro League.

Abu Dhabi Gaming Community Club

Abu Dhabi Gaming · Ongoing

ROLE

Content Manager · Marketing Strategist ·
Influencer Manager

SCOPE

Ongoing community programme for AD
Gaming. Built content output, marketing
strategy, and influencer roster activation.

IMPACT

Sustained community engagement and
creator-led visibility for AD Gaming's
grassroots esports and gaming initiatives.

Delivered with Zawaya Gaming team.

02

Government & Cultural

Cultural foundations, public sector activations, heritage programs

Urban Treasures

Department of Culture and Tourism (DCT) · Cultural Foundation, Abu Dhabi

ROLE	SCOPE	IMPACT
Project Lead (one of) · Stage Manager · VIP Handling	DCT initiative celebrating Abu Dhabi's hidden cultural establishments local cafés, shops, heritage venues. Immersive zones and curated kiosks at the Cultural Foundation.	Government cultural event delivery with VIP guest management and stage operations. Event delivered by Zawaya Events team for DCT.

NAJAH Expo AD Gaming Booth

Abu Dhabi Gaming · Abu Dhabi

ROLE

Team contribution within the Zawaya production crew.

SCOPE

Immersive interactive booth positioning AD Gaming and esports within the industry. Blended interactive and informative zones with brand promotion of AD Gaming initiatives.

IMPACT

Exhibition presence connecting the gaming industry to the broader career and education audience attending NAJAH.

Event delivered by Zawaya team for Abu Dhabi Gaming.

03

Medical & Healthcare

International medical conferences, cardiology, pharma field events

15th GHA Meeting in Collaboration with KHF

Gulf Heart Association (GHA) · KHF · Kuwait

ROLE

Content Manager · Stage Manager

SCOPE

Annual cardiology conference for the Gulf region, with medical professionals from around the globe. Owned conference content development and stage management.

IMPACT

Delivered international medical conference with cross-border speaker logistics, registration, and a professional medical tone throughout.

Event delivered by Zawaya Events team for Gulf Heart Association.

04

Film & Festivals

Film festivals, concerts, large-scale ticketed productions

Pixoul Festival · The Hall

Pixoul

ROLE

Project Lead · Backstage Manager · Stage Manager
Artist Handling for two main concerts

SCOPE

Full-festival production with two headline concerts: Sponge Cola (Filipino band) and Massar Egbari (Egyptian band). Handled artist hospitality and stage operations across the festival run.

IMPACT

10,000 tickets sold fully sold out.

Delivered with the Pixoul / The Hall production team.

El Gouna Film Festival

El Gouna Film Festival · Egypt

ROLE

General event management team

SCOPE

Operations support across the festival run one of MENA's flagship international film festivals.

IMPACT

Festival-scale operations across multiple venues and program tracks.

Delivered with the festival production team.

Cairo International Film Festival

Cairo International Film Festival · Egypt

ROLE

General event management team

SCOPE

Operations support at the oldest and largest film festival in the Arab world and Africa, accredited by FIAPF.

IMPACT

Festival-scale operations within the region's most established film event.

Delivered with the festival production team.

05

Summits & International

Summits, conferences, global programmes

Games for Change Middle East Summit

Games For Change (G4C) · 2023 · Abu Dhabi

ROLE

Team contribution within the Zawaya production crew.

SCOPE

G4C's return to UAE after the 2022 introduction. Meticulously planned summit with parallel sessions and scheduled speaker interviews.

IMPACT

Established G4C's regional footprint with multi-track summit delivery.

Event delivered by Zawaya Events team for Games For Change.

Expo 2020 Dubai

Expo 2020 Dubai · 2020 2022

ROLE

Event coordination

SCOPE

6-month world expo with 192 country pavilions. Event coordination role within the broader operations footprint.

IMPACT

Direct experience operating inside one of the largest world expos in history.

Deep Space Connect · Sydney

Deep Space Initiative · Sydney, Australia

ROLE

Event delivery with Deep Space Initiative.

SCOPE

International event delivery for Deep Space Initiative in Sydney. Ongoing volunteer role as Event and Community Manager for DSI globally.

IMPACT

Cross-continental event production experience.

Operating toolkit

PRODUCTION

Run-of-show authoring · Stage management · Back-of-house · Crowd & registration · Broadcast direction · Studio management

PROJECT MANAGEMENT

Google PM Certificate · Stakeholder alignment · Vendor coordination · Budgeting & BOQs · Multi-vendor scheduling

DIGITAL & MARKETING

Social strategy (AED 10M+ budgets) · Influencer programs · Content production · 13-language campaigns · CRM implementation · Pipeline & ROI reporting

AI & AUTOMATION

AI workflow automation · Prompt engineering · AI consulting (AI Guru brand) · Tool integration

PLATFORMS

Google Workspace · Microsoft Office · Excel modelling · CRM (multiple) · Adobe suite (working level) · GA4 · Google Ads (course-complete)

LANGUAGES

Arabic (native) · English (professional, fluent)

Let's build something.

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L I N K E D I N

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