



# Mohamed Saber

INTERNATIONAL MARKETING  
& MEDIA PLANNING EXPERT

📍 1 Rue Volta, 92800 Puteaux,  
France

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## Languages

English (Native)

French (Fluent)

Arabic (Fluent)

## About

Ten years of extensive global marketing experience, collaborating with esteemed brands such as Hermès, Cartier, and Tom Ford. Specialized in communications and media planning with expertise in digital marketing. I am currently looking for in house communication / digital marketing role.

### BRANDS WORKED WITH

EssenceMediacom CDI

DENTSU - CDI

Hill+Knowlton Strategies CDI

Carma International CDI

## Experience

### ● Co-founder

| Jan 2024 - Now

I run an entrepreneurial venture specializing in tailored communication strategies, with a focus on business development and marketing consulting. Campaign optimization services cater to brands, start-ups, and agencies

### ● Global Associate Director

EssenceMediacom CDI | Oct 2022 - Aug 2023

Led Cartier's global media investment across 40 markets, managing TV, OOH, Print, paid social, display, and programmatic channels. Delivered strategic recommendations, guidelines, and innovations for product categories. Oversaw a €20 million budget, directed central media buying, and ensured campaign quality through tailored reporting and team management. Notable campaigns include Tank Française, Collection Grain de Café, watches and wonders 2023, Cartier Trinity 100 years anniversary, La Panthère perfume launch, and Cartier highjewelry.

### ● International Brand Manager

DENTSU - CDI | Jan 2020 - Sep 2022

Developed and implemented full funnel, performance-oriented strategies for Estee Lauder Company's fragrance and luxury skincare brands across 19 markets in the EMEA region. Leveraged diverse channels such as paid social, paid search, SEO, display, programmatic advertising, and affiliate marketing to drive high-quality traffic to eCommerce sites. Successfully optimized key traffic metrics and expanded the brands' customer base.

### ● Senior Account Executive

Hill+Knowlton Strategies CDI | Apr 2016 - May 2019

Oversaw both internal and external communication and strategy for diverse brands within corporate, sports, and technology sectors. I emphasized client servicing, campaign management, influencers and talent relations, copywriting, team management, and visual assets coordination. I built strong client relationships with major technology clients, orchestrated multi-channel campaigns across platforms, produced diverse content, mentored team members, and maintained quality control over visual assets.

### ● Senior Research Analyst

Carma International CDI | Nov 2013 - Nov 2015

Led a team of 3 researchers and 10 content analysts, ensuring the prompt delivery of PR measurement reports to automotive and retail clients, fostering cohesive teamwork throughout the process.

## Education & Training

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2013

- **United Arab Emirates University**  
Bachelor of Business & Bachelor of Arts,