OMAR ABDELNASSER

Senior Content Lead & Project Manager

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PROFILE

I'm Omar, an engineer whose love for sport became a career. For more than ten years I've been producing and designing sports content, and for over seven I've been managing sports projects from the first idea to final delivery, working with agencies and as a freelancer across the Gulf and beyond. I lead content strategy, campaigns and digital launches in both Arabic and English. I also build and guide diverse teams and get the best out of their skills, on the ground and behind the screens. Along the way, I've had the privilege of working on projects for the Saudi, Qatari and Emirati football federations, France's Ligue 1, and clubs like Al-Ittihad, Chelsea and Manchester City.

10+	4.5B+	11	15
Years in sports content	Engagements delivered	Federations, leagues & clubs	Tournament editions & finals

EXPERIENCE

Saudi Arabian Football Federation 2022 – 2026

Project Manager · Senior Content Lead

- Led 10+ on-ground media projects, including four editions of the Saudi Super Cup and three King's Cup finals.
- Managed media and content delivery for the FIFA Club World Cup, the Arabian Gulf Cup and the Saudi national team's FIFA World Cup 2026 campaign.
- Oversaw content across the federation's official platforms (2022 – 2023).

NEOM SC 2023 – 2026

Project Manager, Media Operations

- Ran the club's full media operations hand in hand with its media centre, from the rebrand from Al-Suqoor to NEOM SC through its debut Roshn Saudi League season.
- Delivered a step-change in the club's media presence, platforms and output.

UAE Football Association 2024 – 2025

Senior Content Lead

- Worked on the ground at two UAE President's Cup finals.
- Covered official media days for clubs and the UAE national team.

Al-Ettifaq Club 2023 – 2024

Senior Content Lead

- Produced content for the club's official platforms.
- Helped expand and strengthen the club's brand.

Sport360 2018 – 2024

Social Media Manager · Social Media Editor

- Drove 3B+ engagements across the platform's social channels.
- Grew its audience by 5M+ followers.

Al-Riyadh SC 2021 – 2023

Project Manager

- Ran the club's end-to-end media operations from the Yelo League through promotion to the Roshn Saudi League.
- Executed media strategies that put the club on the Saudi sports media map.

Qatar Football Association 2019 – 2021

Project Manager

- Produced 150+ pieces of content, generating 10M+ engagements.
- Delivered full media coverage of the 2019 Copa América, the 2021 Gold Cup and the FIFA World Cup qualifiers.

SELECTED PROJECTS

Saudi National Team, FIFA World Cup 2026	50M+ views · 60+ content pieces
Saudi National Team: Gulf Cup 27 Champions	287.8M views & impressions · 5.9M engagements · +90.8K new followers
King's Cup: Three Seasons, Three Finals	10,000+ content pieces · 1B+ engagements · 60+ media partners
Saudi Super Cup: Four Editions, Four Cities	2,000+ content pieces · 600M+ engagements · 70+ media partners
NEOM SC: Building a Club's Media from the Ground Up	90M views · 260M+ reach · 7M engagements
Sport360: Scaling a Regional Sports Platform	3B+ engagements across the platform's social channels · +5M new followers

OTHER PROJECTS

Saudi Archery Federation media project
2024

Project Manager · Ran the federation's full media project and social accounts, delivering a step-change in content and 10M+ engagements in a single year.

FIFA Club World Cup Saudi Arabia 2023
2023

Project Manager · Managed media and content delivery for the tournament in Jeddah.

Chelsea FC & Manchester City Arabic platforms
2018 – 2019

Content Creator · Content for the clubs' Arabic platforms.

Al-Ittihad Club & Ligue 1
2018 – 2019

Content Creator · Content creation and production support.

AWARDS

AFC Annual Awards: Best Member Association in Asia (Platinum), Saudi Arabian Football Federation
2025

Contributed to the federation's win at the AFC Annual Awards in Riyadh.

Arab Media Award: Best Sports Platform, Sport360
2024

Contributed to Sport360's win in the Digital Media category at the Arab Media Forum, Dubai.

SKILLS

Sports Content Strategy · Project Management · Matchday & On-Ground Media Operations · Team Leadership · Social Media Growth · Arabic & English Content · Brand Building · Campaign Management

Soft skills: Leadership · Stakeholder Management · Working Under Pressure · Problem Solving · Communication · Adaptability

TOOLS

Creative: Photoshop · Premiere Pro · After Effects · Illustrator · CapCut · Canva

Social & analytics: Meta Business Suite · native platform analytics

Project management: Asana · Trello · Monday · Notion

Productivity: Google Workspace · Microsoft Office

EDUCATION

B.Sc. Mechanical Engineering, Cairo University

LANGUAGES

Arabic (native) · English (fluent) · French (basic)