



WAQAS AMIN PATEL

Brand Director | Destination & Experience Strategy | Creative



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"I lead with ideas, build with structure, and deliver with measurable impact."

CONTACT

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- [Portfolio Link](#)
- Riyadh, Saudi Arabia
- Dubai, United Arab Emirates

KEY ACHIEVEMENTS

- RCRC**
Re-Branding & Marketing Strategy
- Riyadh Expo 2030**
Brand Development & Management
- Riyadh Strategy 2030**
Brand Development & Management
- Riyadh Metro**
Creative Campaign & Launch
- Riyadh City Brand**
Brand Development & Management

KEY ACHIEVEMENTS

- TRSDC**
Brand Development & Management
- Coral Bloom**
Marketing Campaign Launch
- Red Sea Global Creative House**
Developed Creative Internal Studio
- Red Sea Airport**
Brand Development & Management
- Turtle Bay Hotel**
Brand Development & Management
- Shaybarah Island**
Marketing Campaign Launch

ACCOMPLISHED

A Brand and Creative Strategy leader with 15+ years of experience shaping destination brands and cultural narratives across Saudi Arabia and the UAE. I specialize in building brands from the ground up and transforming them into experience-led ecosystems that audiences engage with, visit, and remember.

From Riyadh Expo 2030 to Red Sea Global and Ras Al Khaimah Tourism, my work connects strategy, storytelling, and real-world experiences turning vision into campaigns, environments, and measurable brand impact.

EXPERIENCES



Director of City Brand Creative Services & Productions
Royal Commission for Riyadh City
Aug 2021 - Present



As Director of Creative Services & Productions at the Royal Commission for Riyadh City (RCRC), I lead the transformation of Riyadh into a globally competitive destination brand by shaping integrated brand systems, campaigns, and experience-led storytelling aligned with Vision 2030.

Key responsibilities include:

- Leadership:** Lead internal and external creative teams to deliver integrated brand and campaign ecosystems.
- Brand Development:** Develop and implement destination brand strategies, identity systems, and governance frameworks.
- Project Management:** Delivered integrated campaigns and public engagement initiatives.
- Culture:** Shape audience-facing narratives across city-wide initiatives and cultural programs.
- Riyadh City Strategy:** Developed and delivered brand identity approved by HRH Crown Prince.
- Riyadh City Brand:** Driving unified destination positioning and brand evolution.
- Riyadh Expo 2030:** Led global brand, campaign, and experience assets across Riyadh and Paris.

Led the delivery of 35+ large-scale initiatives, strengthening Riyadh's global positioning through cohesive storytelling, scalable brand systems, and experience-driven campaigns that connect with diverse audiences.



Senior Manager of Destination Creative Services
Red Sea Global - Public Investment Funds
March 2018 - August 2021



At Red Sea Global (PIF), I played a key role in building one of the world's most ambitious luxury tourism destinations, developing brands, campaigns, and creative ecosystems from the ground up.

Key responsibilities included:

- Leadership and Oversight:** Led creative direction across destination, hospitality, and infrastructure brands.
- Brand Strategy:** Developed brand systems, content strategies, and integrated campaign platforms.
- Collaboration:** Built and managed cross-functional teams to deliver end-to-end creative output.
- Campaigns:** Translated strategic vision into compelling visitor-facing brand experiences.
- Team Supervision:** Supervised a cross-functional team, prioritizing work, establishing production schedules, and fostering innovative solutions through brainstorming sessions.
- Strategic and Creative Thinking:** Focused on strategic and creative thinking, reviewing and approving art and copy to ensure deliverables met marketing goals.

Delivered multiple destination and hospitality brands including Red Sea Global, Turtle Bay Hotel, and Red Sea International Airport, contributing to the positioning of the destination as a world-class tourism ecosystem.





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KEY ACHIEVEMENTS

Ras Al Khaimah
Re-Branding & Marketing Campaign

Jebel Jais
Brand Development & Management

World's Longest Zipline
Brand Development & Management

AHIC
Marketing Campaign

Puro
Brand Development & Management



Manager of Creative & Marketing Services
Ras Al Khaimah Tourism Development Authority
January 2015 - February 2018



At Ras Al Khaimah Tourism Development Authority, I led destination branding and campaign development to position Ras Al Khaimah as a leading global tourism and adventure destination.

Key responsibilities include:

- **Leadership:** Led the creative team under the leadership of the creative director in producing high-quality visual and audio content.
- **Destination:** Led destination brand development including Jebel Jais and tourism initiatives.
- **Creative Oversight:** Ensured cohesive and compelling art, photo, video, and layout design.
- **Campaigns:** Directed integrated campaigns across advertising, digital, and broadcast platforms.
- **Design:** Established design standards and systems for unified destination communication
- **Project Management:** Drove major projects, including Brand Identity, Brand Launch, Jebel Jais Brand, and World's Longest Zipline promotions under the leadership of creative director.

During my tenure, Played a key role in elevating Ras Al Khaimah's global tourism profile through award-winning campaigns and the successful launch of iconic attractions such as the world's longest zipline. I successfully managed multiple high-profile projects under the leadership of the creative and marketing VPs that significantly enhanced the visibility and appeal of Ras Al Khaimah as a premier tourism destination.

KEY ACHIEVEMENTS

IHG
Marketing Campaign & Collaterals

Southern Sun Hotels
Brand Development & Management

InterContinental Hotel
Brand Management & Assets

Motor Mouth
Marketing Campaign

Bait Al Kandora
Brand Development & Management



Creative & Brand Development Manager
Light House Advertising Agency
February 2013 - December 2014



At Light House Advertising and Branding Agency, I held the position of Creative Services Department Manager under the supervision of the Chief Creative Officer, where I was responsible for the visual style and imagery across a wide range of media, including magazines, newspapers, product packaging, and movie and television productions.

Key responsibilities include:

- **Creative Direction:** Led creative direction across branding, campaigns, and multi-channel communication.
- **Team Leadership:** Managed design teams and client relationships to deliver high-impact creative output.
- **Creative Vision:** Delivered projects across hospitality, retail, and corporate sectors.
- **Project Management:** Coordinated with clients to understand their needs and preferences, translating them into clear creative briefs for the team.
- **Quality Assurance:** Reviewed and approved all creative output, ensuring it met the highest standards of quality and effectively addressed the client's goals and challenges.

In my role, I successfully blended creative ingenuity with strategic thinking, leading my team to produce compelling and effective visual content.

KEY ACHIEVEMENTS

Emirates
Marketing Campaign

Victoria Secrets
UI/UX Development & Management

Burj Al Arab
Marketing Collaterals

Emaar
Marketing Campaign & Assets



Senior Brand Designer
Orient Advertising Agency
February 2011 - February 2013



As a Creative and Brand Designer at Orient Advertising and Branding Agency, I was instrumental in bringing innovative design solutions to life, ensuring they met team strategies from concept to completion.

Key responsibilities include:

- **Conceptualization and Implementation:** Developed brand identities, campaigns, and marketing materials across digital and print.
- **Creative Design:** Delivered creative concepts aligned with client strategies under tight timelines.
- **Digital and Print Solutions:** Produced digital and print materials, including websites, brochures, and product packaging.
- **High-Quality Deliverables:** Ensured consistent, high-quality output, even under tight deadlines.

Dedicated to maintaining high standards of creativity and quality, fostering team collaboration, and delivering impactful brand experiences.





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KEY SKILLS

Leadership
Creativity
Strategic Thinking
Problem-Solving
Adaptability
Team Management
Technical Skills
Financial Acumen

AREA OF EXPERTISE

Brand Strategy & Architecture
Creative Direction & Strategy
Destination Branding
Experience Design
Marketing Strategy
Integrated Campaigns
Cultural Storytelling
Audience Engagement
Brand Governance
Team Leadership
Brand Design & Execution
Vendors Allocations

MY ARTICLE



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THANK YOU!

EDUCATION

Master Degree
Mass Communications - Marketing
University of Karachi

Bachelor Degree
Bachelors in Arts - Marketing
University of Karachi

Diploma - Creative Direction
University of Arts, London
United Kingdom

Diploma - Art Direction
University of Arts, London
United Kingdom

RECOGNIZATIONS

University of Art - London
Recognized as Best Brand Identity Developer

TimeOut Magazine
Recognized in WatchOut List

Creative Leadership Awards
Recognized as Jury Member

Young Global Leader 2018
Recognized amongs Young Creatives

AWARDS

Silver Telly Awards
Destination Brand - Ras Al Khaimah

World Travel Awards
Experience Launch Video - Jebel Jais

Bronze Telly Awards
Destination Marketing Campaign - Ras Al Khaimah

World Travel Awards
Experience Brand - Jebel Jais

CURRENT JURY MEMBER

Camapaing ME Agency Awards
Jury Member

Effie Awards
Jury Member

Athar Awards
Jury Memeber

World Travel Awards
Jury Member

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