

Diala Al Otaibi, PMP®

Head of Business Growth & Marketing · Canadian - Jordanian

dialaalotaibi.com · dialadeeb71@gmail.com · +962-79-2029365 · LinkedIn

PROFESSIONAL SUMMARY

Head of Business Growth & Marketing with 12+ years of experience in business development, marketing and branding strategy across digital media, gaming and content. Drives revenue growth, new revenue streams and commercial performance: owns P&L and leads growth across subscriptions, sponsorships, partnerships, publishing, and client portfolios by combining strategy, data, and audience insight. Leads cross-functional teams of marketers, designers and data analysts, and uses AI to optimize marketing workflows. Currently pursuing a Master's in Applied Neuroscience at King's College London, applying neuromarketing and consumer behavior insights to brand positioning and consumer engagement. Brings strong commercial focus, systems thinking, and the ability to translate complexity into measurable growth.

STRATEGIC EXPERTISE

Business Development & Sales Pipeline · Revenue Growth & New Revenue Streams · Go-to-Market (GTM) & Market Expansion · Strategic Partnerships & Sponsorships · P&L & Budget Management · Branding Strategy & Positioning · B2B Marketing & Commercial Strategy · Marketing Analytics & Performance Reporting · Team Leadership & Stakeholder Management · AI for Marketing & Workflow Automation · Audience Growth & Engagement · Consumer Behavior & Neuromarketing · Market Research & Data Analysis

PROFESSIONAL EXPERIENCE

SOWT MEDIA PRODUCTIONS · Amman, Jordan

Head of Business Growth & Marketing — Jan 2026 – Present

- Own full P&L performance, revenue growth, and budget strategy across Sowt, Sowt+, Shamandar, and client portfolios
- Lead business development and monetization strategy across subscriptions, sponsorships, partnerships, licensing, and commercial content
- Set strategic direction for brand, digital marketing, advertising, and audience growth across original and branded productions
- Lead the full business development and sales pipeline, from prospecting and pitching to proposals and closing
- Opened sponsorships as a new revenue stream for Sowt
- Build and scale regional and international B2B revenue streams and long-term strategic partnerships
- Oversee media investment, performance marketing, and growth funnels to ensure measurable commercial impact and ROI
- Drive data-led decision making through financial insights, performance dashboards, and growth analytics
- Ensure cross-functional alignment across marketing, creative, production, data, and operations to deliver business outcomes
- Represent the organization in high-level commercial negotiations, partnerships, and industry engagements

Head of Marketing & Publishing Aug 2025 – Jan 2026

- Owned the marketing and publishing function, setting strategic direction across original and branded content portfolios
- Established scalable marketing and distribution frameworks to drive sustained audience growth and platform performance
- Directed publishing architecture across audio, video, and digital ecosystems, aligning positioning, release strategy, and lifecycle engagement
- Shifted reporting from manual to automated and rebuilt the marketing department's infrastructure into an optimized workflow with cross-functional integration
- Led cross-functional teams across marketing, creative, data, and community to ensure strategic and operational alignment
- Oversaw budget planning, performance governance, and ROI optimization across campaigns and platforms
- Represented the function in executive planning, shaping cross-department priorities and long-term growth strategy

Creative Marketing Manager March 2024 – Aug 2025

- Shaped overall marketing vision and led integrated marketing and publishing strategy across shows, subscriptions, and client campaigns
- Led cross-functional teams across marketing, data, design, publishing, and community to drive performance and execution excellence
- Drove digital transformation and data optimization to strengthen reporting, audience insight, and campaign performance
- Led branding and rebranding initiatives to enhance market positioning through strategic storytelling and audience insight
- Built scalable marketing frameworks and processes to improve efficiency and operational effectiveness
- Owned budget strategy and resource allocation to maximize ROI and align with business priorities
- Led strategic pitches and stakeholder engagement, translating data into compelling growth-driven strategies
- Positioned marketing as a performance-driven function through data, research, and behavioral insight integration

BABIL GAMES LLC · Amman, Jordan

PR, Marketing & Communications Manager Jun 2020 – Feb 2024

- Led PR, marketing, and communications strategy aligned with organizational goals
- Managed brand positioning and ensured consistent messaging across channels
- Led cross-functional teams and managed departmental budgets and resources
- Analyzed campaign performance and drove influencer and community initiatives
- Represented the organization at events, press engagements, and partnerships
- Established internal and external communication frameworks and guidelines

PROCAPITA · Amman, Jordan

Senior Executive – Copywriting & Research Oct 2019 – Jun 2020

Led content and research for HR analytics software, developing SOPs and user guidelines, optimizing content performance and UX, and delivering data-driven insights to support product, marketing, and strategic decision-making.

IPSOS Group S.A. · Amman, Jordan

Senior Research Executive Jul 2018 – Feb 2019

Managed end-to-end research projects using advanced data analysis, translating complex findings into actionable client insights while presenting strategic recommendations and mentoring junior researchers.

SEKAYA · Amman, Jordan

Content Creator & Research Analyst Apr 2017 – Jun 2018

Supported brand and product development through market research, content strategy, and marketing communications, while facilitating stakeholder requirements and building foundational policies and procedures.

Previous experience · Jan 2014 – Jun 2018 includes Marketing Coordinator, Marketing Executive, and Social Media Community Manager

EDUCATION

King's College London
London, England · April 2025 – Expected April 2027
Master's of Applied Neuroscience

American University of Beirut (AUB)
Beirut, Lebanon · Sep 2009 – Jun 2013
Bachelor of Business Administration — Marketing Major

The International School of Choueifat (ISC)
Abu Dhabi, UAE · Sep 1999 – Jun 2009
High School Diploma (SABIS) – SAT 1&2 – O-Levels, A-Levels & Advanced Placements (APs)

CERTIFICATIONS

Project Management Professional (PMP)® Certified
Project Management Institute (PMI) · Dec 2020

Leadership Development Program
The Institute of Leadership · Jun 2023

Marketing Analytics Foundation
Meta, Coursera · Nov 2021

Influencer Marketing Strategy Course
Rutgers University, Coursera · Jul 2021

CORE COMPETENCIES

Languages: English & Arabic, fluent

Business Development | Strategic Planning | Contract & Commercial Negotiation | Stakeholder Management | Strategic Communications | Media & Commercial Communications | Digital Marketing & Growth Strategy | Brand Development & Management | Donors & Partnership Engagement | Events & Strategic Initiatives Management | Public Speaking & Representation | Analytical Thinking & Problem Solving | Strategic Decision-making | Project Management (PMP®)