AHMAD SULEIMAN

Influencer & Creator Partnerships · GCC | TikTok Creator (406K+) · Founder, Trendly | Governance & Compliance

Riyadh, Saudi Arabia · Saudi Iqama (transferable) · UAE Emirates ID holder · +966 506660490 · info@trendlymedia.com
Arabic (native) · English (very good) · Remote / GCC travel-ready

PROFILE

Creator-economy operator building influencer and creator partnerships for Gulf audiences. TikTok creator since 2020 (@asn.2030, 406K+ followers, 5M+ reach across Saudi Arabia and the UAE) and founder of Trendly, a licensed creator-marketing company in KSA and the UAE. Hands-on with TikTok One — 145+ brand partnerships and 800+ branded video projects — and with TikTok Ads Manager: 5 paid campaigns for fintech and automotive brands (incl. CarSwitch), Spark Ads promotion and campaign reporting, best result 48 million views. Runs campaigns end to end as a licensed advertiser within local media and advertising regulations, backed by 10+ years of internal audit and governance at Olayan Food Services (500+ branches, 4 countries).

EXPERIENCE

Founder & Content Creator — Trendly (licensed creator-marketing company, KSA & UAE) 2020 – Present
Riyadh, Saudi Arabia · alongside Olayan until Oct 2022; full-time since

- Built a TikTok audience of 406K+ followers (@asn.2030) with 5M+ reach across Saudi Arabia and the UAE through trend-led short-video content; also active on Snapchat, Instagram and YouTube.
- Creator partner on TikTok One (TikTok's creator marketplace): partnered with 145+ brands on 800+ branded video projects — taking briefs, pitching concepts, negotiating and delivering sponsored content to platform guidelines.
- Planned and ran 5 paid TikTok Ads Manager campaigns for fintech and automotive brands (incl. CarSwitch): setup, targeting, budget, Spark Ads promotion and performance tracking; best result 48 million views.
- Brand collaborations across travel, fintech, apps, FMCG and healthcare: Almosafer, flynas, Wego, inDrive, NIVEA, noon, SHEIN, plus live-streaming and social-entertainment apps SoulChill, SUGO, TOP Live and Timo.
- Track TikTok trends, sounds, LIVE formats and the creator ecosystem in KSA daily, turning them into content strategy and brand concepts for Gulf audiences.
- Run Trendly end to end as the licensed entity for advertising and media work: client briefs, pricing, contracts, invoicing and campaign reporting.

Internal Audit Supervisor — Olayan Food Services Company Apr 2021 – Oct 2022
KSA, Egypt, UAE, Morocco · Burger King, Texas Chicken, Buffalo Wild Wings, Turnstone Pizza

- Led a multi-country audit and governance programme covering 500+ branches; reported findings and corrective-action plans to management and tracked them to closure.
- Assessed compliance with food-safety, financial-control and inventory standards; audited delivery-aggregator reconciliations, analysing sales and settlement data to resolve variances.

Senior Internal Auditor — Olayan Food Services Company Oct 2012 – Mar 2021

- Risk-based audits of financial, operational, inventory, warehouse and fixed-asset processes; helped develop audit programmes and risk assessments that strengthened the governance framework.

Sales Supervisor — Saudi British Bank (SABB) Jan 2009 – Sep 2012

- Led branch sales of credit cards and personal loans; met targets for two consecutive years, selling 10,000+ Visa and Mastercard credit cards.

Earlier (2006 – 2012, Saudi Arabia): Sales Executive, Mobily – Business Sector · Assistant Marketing Manager, Al Seha TV Channel · Sales Representative, Arab National Bank · Sales Executive, American Express Saudi Arabia.

SKILLS

Creator partnerships: creator sourcing & outreach · negotiations & briefs · TikTok One · TikTok Ads Manager & Spark Ads · campaign reporting · brand-awareness and performance metrics · Gulf audience insight · LIVE and short-video trends

Compliance & governance: licensed advertiser (media licence, KSA & UAE) · local advertising regulations · internal audit · risk assessment · policy and process design · multi-country operations

Analytics & tools: data analysis and reconciliation · KPI reporting · Excel, PowerPoint, Word

EDUCATION & CERTIFICATIONS

MBA — International Business Academy (IBA), London, online (2022)

Higher National Diploma, Computer Science — New Horizon Institute, Riyadh (2010)

Media licence – Trendly (KSA & UAE); Mawthooq licence – in issuance

Certified Internal Auditor (CIA) Parts 1 & 2 (2021) · Internal Quality Audit ISO 9001 (2021) · Financial Accounting, Cost Accounting & Financial Reporting (2021)

Selected work: TikTok @asn.2030 (406K+) · YouTube @asn.2023-a · Instagram asn_2030 · Snapchat asn.2023