

HEBA ALSAMT

DIGITAL STRATEGY | CONTENT GROWTH | DIGITAL INNOVATION | DIGITAL STREAMING, OTT & AI | DIGITAL/ SOCIAL MEDIA PIONEER | GOVERNMENT DIGITAL TRANSFORMATION LEADER

SUMMARY

Digital media and OTT professional with over 15 years of experience in digital transformation and content growth, expert in creating OTT strategies and audience engagement. Key achievements include leading a digital division with a 25% annual growth in user engagement and increasing Awaan platform subscribers by 30% in the first year. Seeking a Digital Media & OTT Director position at a forward-thinking company, where I bring my digital media strategy and content innovation skills to support your mission of delivering dynamic and culturally-rooted digital experiences.

EXPERIENCE

Awaan Dubai, UAE
Director 2024 - Present

- Led the growth and rebranding of *Awaan*, DMI's OTT platform, increasing user base, engagement, and regional impact.
- Started the brand from scratch
- Created the content, monetization and subscription strategy

Digital Media Dubai, UAE
Director 2011 - 2024

- Increased revenue by {25%} by spearheading DMI's first digital media division launch.
- Directed OTT strategy and content growth for Awaan platform
- Boosted engagement across Dubai TV, Sama Dubai, and Dubai Sports
- Advocated for culturally-rooted Arabic digital content

Dubai Entrepreneurship Academy Dubai, UAE
Consultant & Trainer 2014 - 2015

- Improved digital strategy effectiveness by {25%} by training {50} professionals in innovation and content.
- Mentored start-ups and creatives in storytelling for impact

Emiratweet Dubai, UAE
Founder - Emiratweet 2009 - 2013

- Increased community engagement by {80%} by establishing UAE's first virtual social platform.
- Increased user engagement by {25%} through real-time digital interactions and hosting {10} civic dialogues.
- Organized innovation labs and digital panels

TECOM Group Dubai, UAE
Senior Consultant 2007 - 2011

- Improved employee collaboration by {25%} by creating GroupIT intranet portal and wiki.
- Improved operational efficiency by {20%} by implementing business process management using Ultimus.
- Created workflows (EDMS - Electronic Document Management System)
- Created wiki sites on confluence
- Created Jira systems
- Launched a GroupIT intranet portal and wiki for over [X] users, resulting in [X]% increase in team collaboration.



CONTACTS

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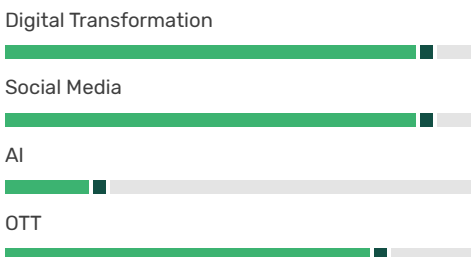
KEY ACHIEVEMENTS

- Digital Transformation Leader**
Led digital division with 25% annual growth in user engagement.
- OTT Strategy Success**
Increased Awaan platform subscribers by 30% in first year.
- Pioneering Department Launch**
Started Dubai's first digital media department in the Government of Dubai

SKILLS

OTT · Product Vision · Content Monetization · YouTube Optimization · Team Leadership · Culture Building · Digital Transformation · Audience Growth · Arabic Content Localization · AI Integration in Media

INDUSTRY EXPERTISE



AWARDS

- Best ME Women Leader in Media (2025)**
- Distinguished Leader (2024)**
- Digital Media Award Winner at Arab Women's Award (2017)**
- Middle East Excellence Award for Women Leaders (2016)**
- ASIA'S Most Influential Digital Media Professional (2015)**