

Abrar Aldossari

To apply curatorial thinking, cultural research, and exhibition design to develop meaningful experiences, drawing on my past and current experience and marketing background to inform thoughtful, audience-centered cultural outcomes. Focusing on managing exhibition projects, coordinating their phases, and ensuring alignment between concept, content, and execution.

Riyadh, Saudi Arabia

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[My Portfolio](#)

Education



King Saud University | 2015 – 2020

Bachelor's degree in marketing



The Royal Institution of Traditional Art | 2025 – Present

Master's degree in The Museum and Exhibition Curation.

Experiences

Mar 2023 - Present



Marketing and Communication at National Museum

- Lead the coordination multicable projects related to marketing department.
- Reviewing and RFP documents
- Managed vendor relationships and worked closely with the Ministry of Culture and Museums Commission to ensure seamless process.
- Developed and executed marketing strategies for event promotion through social media, driving visitor engagement and attendance.
- Supervised the redesign of the museum's website, coordinating photo shoots and content creation.

Sep 2021 – Mar 2023



Baranding and Graphic designer at SAFE (National Security Services Company)

- Coordinate internal events and campaign collaborating with cross functional teams to drive engagement also provided comprehensive project support for external events.
- Ensuring brand consistency and seamless execution.
- Designed branded uniforms and vehicle graphics for the security team, ensuring alignment with updated brand standards.
- Lead internal branding projects, driving the enhancement and consistency of the SAFE brand across all platforms.

Jan 2020 – Sep 2021



Project Manager at Hmzah (Local Marketing Agency)

- Coordinated and managed promotional and corporate events, overseeing all stages from concept development to execution.
- Communicated with vendors to arrange event logistics, including venue setup, catering, and audio-visual equipment.
- Lead cross-functional teams.
- Developed marketing strategies that increased client engagement, including writing technical and financial proposals for key projects.
- Developed integrated marketing strategies for events, including online promotion, social media campaigns, and post-event follow-ups to measure success.

Core competencies



Event Planning



Project Management



Marketing strategy



Curator thinking



Brand strategy



Exhibition planning

Language



Graphic design

Projects Highlight and Achievements



The Royal Institution of Traditional Art (Wrth) | 2025

- Developed a curatorial exhibition project, from initial concept, research, design phases and final exhibition outcomes.
- Conducted cultural research addressing a specific challenge within the intangible heritage field; the research is currently under review for publication.
- Developed a product addressing challenges in the intangible heritage field, with its intellectual property currently registered and under development for market launch.



The National Museum | 2023

- Initiated and developed: Brand guideline, communication guideline, TOV and images library.
- Project support for Hijrah Exhibition.



Ma'aden | Yearend event | 2020

- lead the year-end event by creating a detailed plan, coordinating with vendors, and securing client approvals, ensuring a successful and seamless execution.



SABIC | Videos announcements | 2020

Managed the production of internal announcement videos, creating project plans and reviewing scripts to meet client needs. Coordinated with a sister company for shoots and contributed to scriptwriting and location selection, enhancing internal communication.