# MOHAMED ENABA

**Strategic Partnerships Lead - Creator Economy, Live Entertainment & Media**

Dubai, UAE (UAE Golden Residence) | +971 55 406 0854 | mohamedenaba86@gmail.com | linkedin.com/in/mohamed-enaba-37655b46

## PROFESSIONAL SUMMARY

Strategic Partnerships Lead with 15+ years across technology (TikTok), entertainment and broadcast media, specialising in the creator economy, celebrity partnerships and platform growth in the MENA region. Proven record of closing seven-figure commercial deals, launching creator-led IPs with mega celebrities, and delivering record-breaking live events, including TikTok MENAT's largest seven-figure partnership and the Eventex Gold-winning LIVE FEST. Previously hosted one of the UAE's highest-listenership Arabic radio shows for five consecutive years, leading the full content lifecycle from programming and production to brand integrations.

## CORE SKILLS

Strategic Partnerships & Alliances | Creator Economy & Influencer Marketing | Celebrity & Talent Management | Commercial Negotiation & Deal Structuring | Live Event Production (large-scale) | Sponsorship & Brand Partnerships | Content Strategy & Programming | Cross-functional Leadership (Product, Legal, Policy, Commercial) | Monetisation & Revenue Growth | Broadcast Presenting & Production (TV & Radio)

## PROFESSIONAL EXPERIENCE

**TikTok** | Dubai, UAE

***Strategic Partnerships Lead, MENA*** | Jun 2024 - Present

- Lead the strategic partnerships function across creators, celebrities and industry stakeholders in the MENA region, defining the department roadmap, partnership priorities and operational workflows to scale high-impact collaborations.
- Develop and manage strategic partnerships with creators, brands and cultural leaders to expand the platform ecosystem and unlock new monetisation and growth opportunities.
- Negotiate and structure high-value commercial agreements, including securing TikTok MENAT's largest seven-figure partnership deal and launching creator-led IPs with mega celebrities.
- Partner cross-functionally with Product, Legal, Policy and Commercial teams to translate market insights into new initiatives and support the rollout of emerging platform features and partnership programs.
- LIVE FEST MENAT 2024 & 2025 (TikTok's biggest LIVE event in the region): owned end-to-end delivery across Armani Pavilion, Burj Khalifa (2024) and Ain Dubai (2025) with budgets up to $2.2M; secured $850K from BEYOND as main sponsor and $200K in-kind from RODE Microphones; headlined Tamer Hosny and Ahmed Saad at zero cost (vs. $100K+ standard fee); delivered the first real-time LIVE match streamed via drone; generated 282M impressions and $1.24M+ in earned media value. Gold winner, Brand Experiences, Eventex Awards.
- Grand Egyptian Museum Opening: led celebrity and creator engagement (20+ KOLs) across all phases - Sneak Peek, Opening Ceremony and Night at the Museum - reaching 840M+ impressions and 4.5M viewers, managing all partner and stakeholder coordination.
- Music LIVE House IP: launched and drove a TikTok LIVE music series of 20 celebrity sessions (including 3 mega artists), achieving a +435% uplift in Go LIVE rates, a record-breaking 50K concurrent viewers on a single celebrity LIVE, $2.07M in earned social media value, 217M+ in-app reach and features in 5 Tier-1 publications including Billboard Arabia; activated at MDLBeast and the 1 Billion Summit within 3 months of launch, with a 2026 expansion to Bodrum, Turkiye.

**TikTok** | Dubai, UAE
***Content Operations Manager*** | Mar 2019 - Jun 2024

- Spearheaded the early-stage celebrity onboarding program, launching 100+ high-profile creators onto TikTok LIVE and establishing the platform's premium content footprint in the MENA region.
- Managed a portfolio of 500+ creators, developing a coaching framework that consistently delivered the platform's highest viewership and LIVE engagement rates.
- Drove professional income generation for 500+ creators as full-time LIVE streamers and content creators, maintaining a 10%+ LIVE streaming rate over 4+ years since onboarding.
- Spearheaded quarterly trend virality initiatives generating 100M+ views per trend, establishing repeatable cultural moments on the platform.
- Orchestrated record-breaking LIVE match events, achieving the highest globally generated figures in key markets including KSA.

**Radio & Television (Radio Hala 95.6 FM, Dubai TV, Abu Dhabi TV, Alaan TV, MBC)** | Dubai, UAE
***Producer, Presenter & Content Creator*** | Dec 2014 - Mar 2019

- Hosted "Eesh Sabahak" on Radio Hala 95.6 FM (Shock Middle East), one of the UAE's highest-listenership Arabic radio shows, for five consecutive years, building a loyal audience and becoming a recognised on-air personality across the region.
- Produced and presented across 5 TV shows for leading regional broadcasters including Dubai TV, Abu Dhabi TV, Alaan TV and MBC, spanning celebrity entertainment, travel, food and cooking, and a daily live youth programme.
- Led full content production cycles as both on-screen talent and behind-the-scenes producer, overseeing scripting, guest booking, editorial direction and end-to-end show delivery.
- Conducted interviews with leading global and regional artists and public figures, including Will Smith, Guy Ritchie and Ahmed Ezz, delivering culturally resonant content that drove audience growth and brand affinity.
- Developed and executed social media content strategies, growing digital audiences and extending broadcast reach beyond traditional TV and radio; managed commercial brand integrations on-air and across social platforms.

**JuicOrganic** | Copenhagen, Denmark
***Business Development*** | Jul 2012 - Aug 2014

**Ezz Steel** | Cairo, Egypt
***Marketing & Communications Executive*** | Jul 2008 - Aug 2010

**Savola** | Cairo, Egypt
***Sales Supervisor - Key Accounts*** | Jul 2007 - Aug 2008

## EDUCATION

**Linnaeus University** | Vaxjo, Sweden
MSc Business and Economics - Marketing | June 2012

**Arab Academy for Science & Technology** | Cairo, Egypt
BBA Business Administration - Marketing | June 2007

## LANGUAGES

Arabic (native) | English (fluent)