

Adnan Al Tauqi

Digital Marketing · Social Media & Content · Brand

Muscat, Oman & UAE · +968 9234 2589 · adnan.tauqi@gmail.com · linkedin.com/in/adnan-altauqi

PROFESSIONAL SUMMARY

Digital marketing and brand leader with a track record of launching and scaling ventures across tourism, digital media, events, and the creative industries. Builds partnerships, teams, and content systems behind large-scale public experiences - engaging international audiences, generating measurable economic impact, and growing organic reach at scale.

CORE SKILLS

Digital Marketing · Social Media Management · Content Strategy · Brand Strategy · Campaign Management · Business Development · Strategic Partnerships · Project Management · Operations Management · Event Coordination · Stakeholder Engagement · Client Relations

SELECTED ACHIEVEMENTS

- Delivered digital campaigns reaching 500,000+ organic views.
- Coordinated national events attracting 207,800+ attendees and generating OMR 2.9M economic impact.
- Produced music projects achieving 10M+ Spotify streams and supporting 500+ artists.
- Expanded a marine tourism operation with a second vessel within 7 months of launch.

PROFESSIONAL EXPERIENCE

Travel Experience Director - The Gulf Trail, Muscat	2026 - Present
- Design curated travel experiences and multi-day itineraries across Oman for international clients. - Coordinate logistics and partnerships across hospitality, guides, and tourism providers.	
Managing Director - Horizon Blue SPC, Muscat	2025 - Present
- Built the company from zero at Al Mouj Marina - brand, website, booking platform, and safety and operations systems. - Grew the operation from one boat and one captain to two vessels, two captains, and a dedicated marketing hire within the first season, leading the commercial front.	
Head of Digital Media - Mirava Sports, Muscat	2024 - Present
- Develop digital media and social content campaigns for sports academies and organisations internationally. - Produced campaigns generating 500,000+ organic views.	
Event Coordinator - E.A.T. Co, Muscat	2025 - 2026
- Coordinated logistics for national festivals including Oman Motor Fest and Muscat Eat. - Contributed to events attracting 207,800+ attendees and OMR 2.9M in economic impact.	
Creative Studio Director - Basement Studio Notts, United Kingdom	2017 - 2023
- Built a creative studio hosting 500+ artists and a community of 5,000 creatives. - Produced music generating 10M+ Spotify streams, working with artists including Young T & Bugsey, Myles Smith, and A\$AP Mob.	

EDUCATION

BA (Hons) Music & Business - Manchester, United Kingdom	2019 - 2021
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LANGUAGES

English (Fluent) · Arabic (Conversational)



Adnan Al Tauqi

DIGITAL MARKETING · SOCIAL MEDIA & CONTENT · BRAND

Commercial and operations leader with a track record of launching and scaling projects across tourism, digital media, events, and the creative industries. I turn concepts into operating businesses - building the partnerships, teams, and systems behind large-scale public experiences that engage international audiences, generate measurable economic impact, and leave lasting stakeholder networks.

207K+ EVENT ATTENDEES	OMR 2.9M ECONOMIC IMPACT	10M+ SPOTIFY STREAMS	500K+ ORGANIC VIEWS
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EXPERIENCE

Travel Experience Director 2026 - Present

The Gulf Trail · Muscat

- Design curated travel experiences and multi-day itineraries across Oman for international clients.
- Coordinate logistics and partnerships across hospitality, guides, and tourism providers.

Managing Director 2025 - Present

Horizon Blue SPC · Al Mouj Marina, Muscat

- Built the company from zero at Muscat's most exclusive marina - brand, website, booking platform, and safety & operations systems.
- Grew the operation from one boat and one captain to two vessels, two captains, and a dedicated marketing hire within the first season, leading the commercial front.

Head of Digital Media 2024 - Present

Mirava Sports · Muscat

- Develop digital media campaigns for sports academies and organisations internationally.
- Produced campaigns generating 500,000+ organic views.

Event Coordinator 2025 - 2026

E.A.T. Co · Muscat

- Coordinated logistics for national festivals including Oman Motor Fest and Muscat Eat.
- Contributed to events attracting 207,800+ attendees and OMR 2.9M in economic impact.

Creative Studio Director 2017 - 2023

Basement Studio Notts · United Kingdom

- Built a creative studio hosting 500+ artists and a community of 5,000 creatives.
- Produced music generating 10M+ Spotify streams, working with artists including Young T & Bugsey, Myles Smith, and A\$AP Mob.

CONTACT

BASED IN
Muscat, Oman & UAE

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LINKEDIN
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EXPERTISE

Business Development
Strategic Partnerships
Venture Building
Project & Operations Management
Large-Scale Event Delivery
Brand & Marketing Strategy
Digital Media & Content
Stakeholder Engagement

EDUCATION

BA (Hons) Music & Business
Manchester, United Kingdom
2019 - 2021

LANGUAGES

English Fluent
Arabic Conversational