

What We Do | Who We Serve | What We Offer | Why It Matters | Portfolio | Testimonials

Capabilities Deck **MINI**

Your creative partner for Marketing, Branding & Advertising solutions across Brand Strategy, Film, Photography and Casting.

Joe Almano 🇨🇦🇬🇧🇫🇷🇮🇹🇪🇸
Founder, Strategist, Cinematographer
Speaks native English, French, Italian

✉️ CAPDECK@ALMANO.MEDIA

in [LINKEDIN](#)



Schedule a call

Serious inquiries only. [Click here](#)



YOUR PARTNER FOR

Strategy that thinks & Production that moves.

OUR EXPERTISE

01 Strategy	02 Film	03 Photo	04 Casting
05 Education			

GREETING

Joe Almano

Founder · Strategist · Cinematographer

Within these pages I've outlined our capabilities, core service offers and our work across marketing, branding & advertising.

This deck briefly highlights what we do, who we serve and what we create with our expertise.

Contact me to start a conversation.



BENEFITS SNAPSHOT

The Value you get

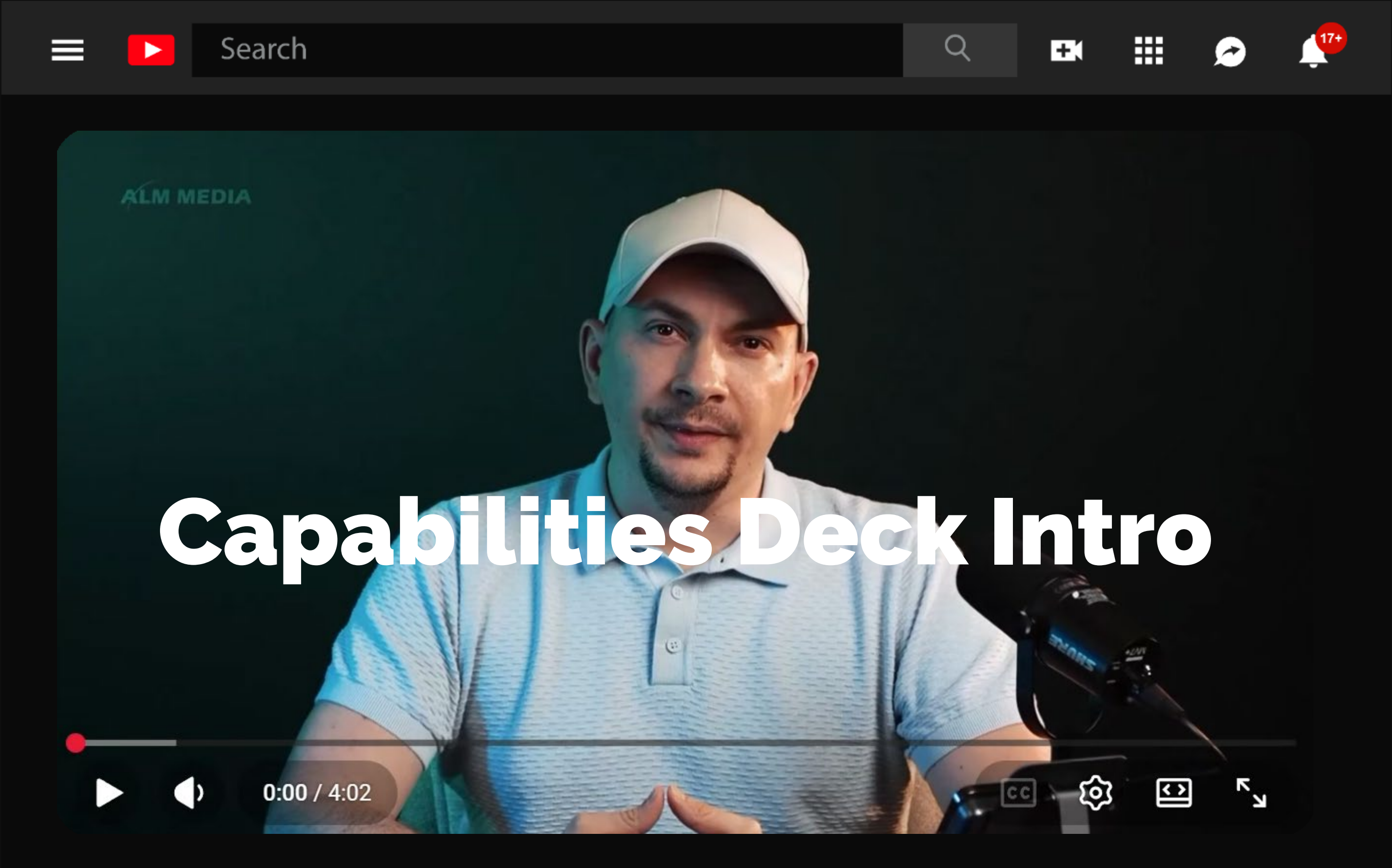
WHAT SETS US APART

2,517+ CREATIVE LEADERSHIP Projects led across design, film, branded content, advertising and commercials. 	748M+ ROI-FOCUSED PRODUCTIONS Views, engagement and conversions generated for clients across all our work. 	15,236+ ROLODEX OF RELATIONSHIPS Our network of global & local freelancers, models, actors, crews and lawyers. Ready to deploy 	59+ PROTOCOL EXPERIENCE Projects with VVIPs, Royals, CEOs and ultra private clients; handled with professionalism & discretion. 
18+ yrs MARKET EXPERIENCE Operated across MENA, GCC, Asia, the European Union and North America. 	0 REGULATORY COMPLIANCE Zero Violations. Fully aligned with UAE legal, media, location, ground, air and labor frameworks. 	312+ CRISIS MANAGEMENT Risk audits conducted to mitigate legal risks, enforce client rights and follow safety protocols. 	2.7~ days HYPER EFFICIENCY Average turnaround to deliver assets without compromising quality. 
\$80M+ REVENUE GENERATION Video strategies that directly influenced lead-generation, deal flow and sales. 	4.9/5 CLIENT SATISFACTION Earned through consistent delivery and high satisfaction across projects and long partnerships. 	2.18M AED BUDGET MANAGEMENT Comfortable managing small and large budgets with cost control and ROI focus. 	1,132+ EMOTIONAL INTELLIGENCE Crews and teams managed calmly under pressure while leading, collaborating or contributing. 

Save time. Don't read this deck...

Watch a short video of what I do,
why its important and what we offer.

[Click anywhere to watch](#) 



CAPABILITIES

What we do

We help brands, agencies, organizations and events increase MRR, LTV, RevPar, Signups, Bookings and AUM.

Using Strategy, Film Production, Photos and Casting.

Achieved by creating marketing, branding or advertising content solutions across all business use cases, using our proprietary framework called “5S”.

Content for all use cases.

We believe every brand requires five types of content assets for Marketing. Social to get seen, Story to be felt and understood, Sales to convert, Spectacle/Events to document moments, and Strategic content to prioritize outcomes or mix content styles. We produce across all of them.

Social

Get seen

Short-form reels

Platform ad creative

UGC-style clips

Talking-head series

Attention hooks

Trend-driven clips

Carousels & stills

Influencer collabs

and more...

Story

Be felt

Brand films

Founder / origin stories

Mini-documentaries

Customer stories

Cinematic visuals

Behind-the-brand

Values & purpose films

Day-in-the-life

and more...

Sales

Convert

Product videos

Offer & promo ads

Explainers & demos

Conversion photography

Video Sales Letters (VSL)

Customer endorsements

Testimonial ads

Retargeting cutdowns

and more...

Spectacle

Document the moment

Event coverage

Launch films

Event highlight reels

Behind-the-scenes

Conference & expo films

Activation recaps

Promo teasers

Live-stream production

and more...

Strategic

Prioritise outcomes

Employee Onboard series

Content roadmaps

Channel-fit formatting

Performance review

Narrative content

Legacy & prestige stories

Employee SOPs

CEO podcast

and more...

OUR CORE

Why It Matters

Content aligned to core becomes strategic assets

Marketing fails when misaligned with brand and strategy.

Resulting in wasted spend, diluted positioning, lost opportunity.

When content is aligned, it drives trust, market clarity and long term growth.

How we’re different

Creative foundation + strategic execution

Unlike specialists confined to creative delivery or planning alone, I bring 18+ years across design, photography and video.

Combined with strategic thinking, every initiative is creatively compelling, commercially viable and tied to performance, brand equity and growth.

Who we serve

Brands serious about clarity, impact and growth

I support brands, organizations, event organizers and agencies who value clarity, impact and growth.

Those ready to connect authentically with their audiences and communicate their offers or stories effectively.

Our dream partner



01

Purpose Driven

Cares about Meaningful goals and Impactful outcomes.



02

Quality Oriented

Committed to Excellence across actions, experiences and results.



03

People Focused

Values Relationships, Collaboration and Mutual Trust



04

Clear Desires

Knows What They Want and is proactive to Communicate it.

Sound familiar? We might be a good match.

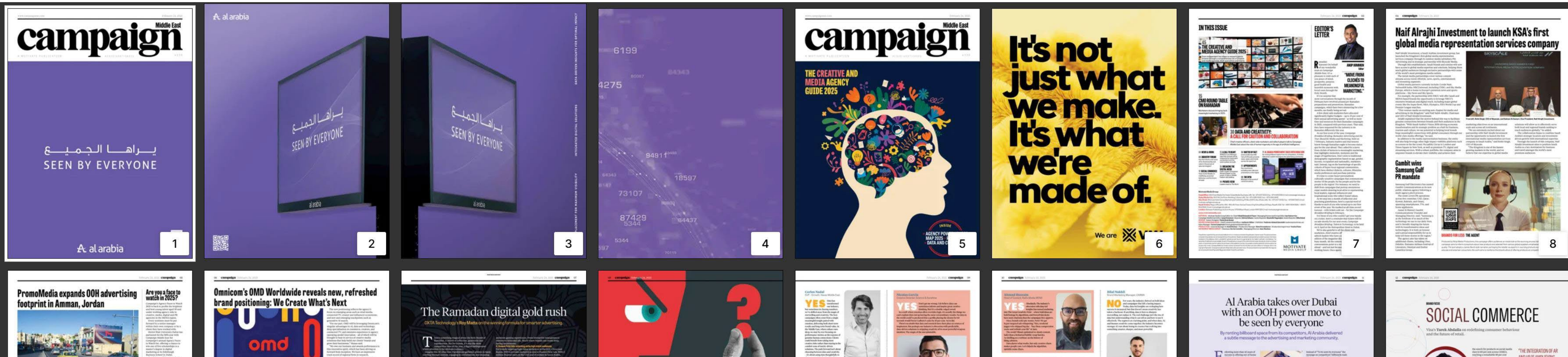
RECOGNITIONS

Featured Articles

Our work and agency has been published and featured in Campaign Middle East, LinkedIn News, Hotelier, The National, BBC Goodfood, Business Traveler, Government of Dubai, Government of Ras Al Khaimah, Dubai TV, Architect MiddleEast, TimeOut Dubai, What's On Dubai, Arabian Business, The Emirates Times, The PRO Chef Middle East, Gulf Today, Hospitality-On, Hotel & Catering News Middle East, Hotelier Middle East, Gulf News, Lovin Dubai, Caterer Middle East and more...



CLICK TO VIEW ARTICLES



NOTABLE PARTNERSHIPS

People We've Worked With



Brian Rose
CEO · LondonReal (Investor & Host)



Samuel Sanchez
Olympic Gold Medalist · Pro Cyclist



Oscar Höglund
CEO · Epidemic Sound



Chris Do
CEO · The Futur (Educator & Branding Master)



Chris Kistan
Wellness Educator & Combat
Coach



Brian Rose – Boxing Match in Dubai



Herbert Lang – NBA Player

CAPABILITIES

Trusted by Leaders

				
				
 Trusted by traders				
				

What We Offer

Discover what we can do for you

SERVICE OFFERS

Capabilities & Services

We love ideating, producing and capturing beautiful, impactful and functional marketing and branding assets that are focused on your goals, audience and desired outcomes. We do this across three important touch points.

PURPOSE DIRECTION1	CREATIVE EXECUTION2	TALENT SOLUTIONS3
STRATEGY (COMMUNICATIONS / CONTENT STRATEGY) DISCOVERY AND RESEARCH DIAGNOSTICS AND GAP ANALYSIS BRAND VISION, MISSION, PURPOSE CORE VALUES DISCOVERY TARGET AUDIENCE PROFILING POSITIONING AND MESSAGING STRATEGY BRAND STORY AND VOICE DEVELOPMENT CONTENT THEMES DEVELOPMENT BRAND DIFFERENTIATION STRATEGY CONTENT STRATEGY ALIGNMENT COMMUNICATIONS/PRODUCTION CONSULTING	PRODUCTION (FULL SERVICE) CONCEPT DEVELOPMENT PRODUCTION PLANNING STORYBOARDING AND SHOT LISTS LOCATION SCOUTING AND PERMIT PROCURING LEGAL COMPLIANCE AND RISK MITIGATION FULL PRODUCTION SET-UP PHOTOGRAPHY AND VIDEO PRODUCTION DIRECTING AND CREW ASSEMBLY LIGHTING AND AUDIO MANAGEMENT POST-PROCESSING AND EDITING A.I VIDEOS AND COMPUTER GRAPHICS (CGI)	CASTING (MODELS, ACTORS, VOICE, INFLUENCERS) CONSULTATION AND RESEARCH SOURCING AND IDENTIFICATION SCREENING AND EVALUATION AUDITIONS AND INTERVIEWING ACQUISITION AND NEGOTIATION PROJECT AND TALENT MANAGEMENT CLIENT PRESENTATION COMMUNICATION AND COORDINATION PERFORMANCE MONITORING AND WRANGLING DEPLOYMENT AND PAYMENT PROCESSING

DEPLOYMENT

Service Delivery

Different ways we deliver services, solutions or capabilities to serve you in the most effective way.

INDEPENDENT

Direct-to-client

One-on-one with your brand or business, no intermediaries.

Direct-to-client

MOST COMMON

Monthly subscription retainer

POPULAR

Consulting & strategic advisory

COLLABORATIVE

Partnership models

Supporting other agencies and teams under their structure.

Fractional / embedded

POPULAR

Overflow partner

White-label (production)

FLEXIBLE

Freelance & ad-hoc

On-demand, task-specific, direct with Joe. No long-term lock-in.

Editing-only

One-man crew

POPULAR

Casting-only

POPULAR

Content educator & training

PRIMARY FOCUS

Industries We Serve

We make content solutions tailored to industries we know inside out because we're both passionate and experienced in solving these unique challenges and achieving marketing objectives to generate results.



01

Tourism and Hospitality

Elevating experiences and attractions for Tourism Boards, Theme Parks, Hotels and Resorts



02

Events

Highlighting Summits, Expos, Tradeshow, Workshops, Educational and Corporate Events



03

Advertising & Marketing

Creating content for Advertising Agencies to streamline production, boost impact and engage audiences



04

Sports, Fitness, Outdoors

Fueling athletic brands, teams, leagues and active lifestyles



05

Media & Entertainment

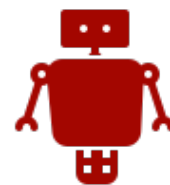
Sourcing Cast for Advertisements, Films and all Production Teams



06

Retail and Ecommerce

Driving growth for Stores, Malls, E-commerce and Consumer Brands



07

Technology

Communicating advanced Tech products and services with simplicity and specificity

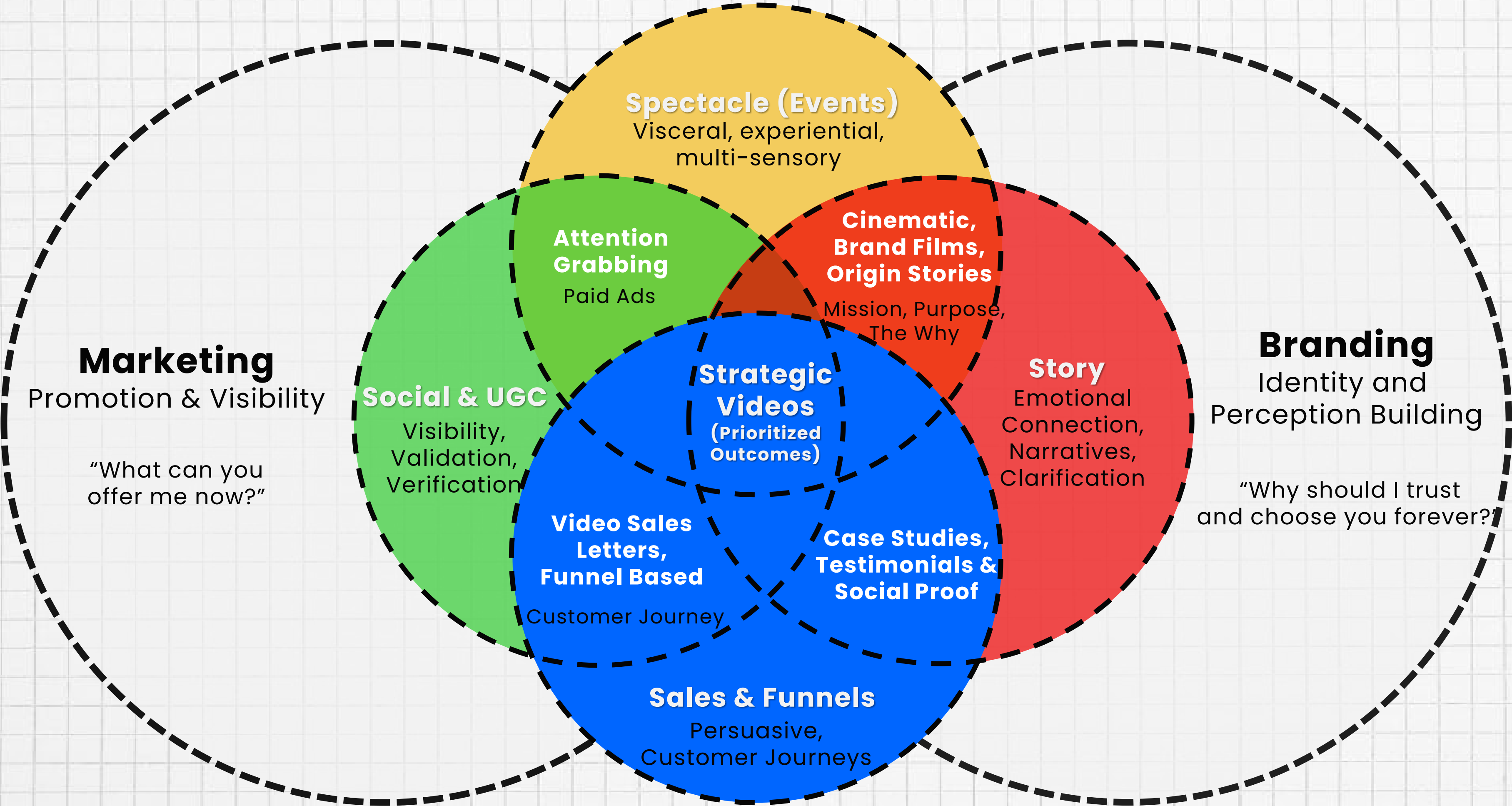


08

Food and Beverage

Showcasing appealing products to the right audience for restaurants, cafes, food brands & cloud kitchens

5S Archetypes



Any questions?

Let's have a conversation.
I promise to help guide and not sell.

CALL TO ACTION 



Email

01

Ask questions, receive answers



Discovery Call

02

Move forward, Let's talk

Photography Portfolio

An overview of style and competency across verticals.



PHOTOGRAPHY PORTFOLIO

Hospitality & Lifestyle

Lifestyle hospitality photography captures authentic guest experiences – real moments of leisure, service and atmosphere that inspire bookings and build trust, without the stiffness of staged content.



 **View full portfolio**
Click to view more work on website

MARKETING BENEFITS

Boosts direct bookings, enhances perceived value and strengthens brand identity through immersive imagery.

IDEAL CLIENTS

Hotels, resorts, serviced apartments, tourism boards and travel experience providers.

PHOTOGRAPHY PORTFOLIO

Restaurants

Lifestyle restaurant photography captures real, unscripted moments of guests enjoying food, ambiance and service — authentic dining experiences that drive connection and appetite appeal.



**View full portfolio**
Click to view more work on website

MARKETING BENEFITS
Boosts bookings, elevates food appeal and sharpens brand image through crave-worthy visuals.

IDEAL CLIENTS
Restaurants, cafés, lounges and F&B brands seeking to elevate presence and engagement.



PHOTOGRAPHY PORTFOLIO

Real Estate, Architecture & Interiors

Interiors and architecture photography showcases spaces and structures, emphasizing design, ambiance and structural details through professional, aesthetic images.



**View full portfolio**
Click to view more work on website

MARKETING BENEFITS
Enhances property appeal, boosts listings visibility and attracts higher-quality customers.

IDEAL CLIENTS
Real estate agencies, architectural firms, interior designers and construction companies.

PHOTOGRAPHY PORTFOLIO

Food & Beverage

Food & beverage photography captures the appetizing features of dishes and drinks — highlighting textures, colors and accurate presentation to entice and prompt viewers to act.



 **View full portfolio**
Click to view more work on website

MARKETING BENEFITS

Increases menu appeal, boosts sales and enhances online engagement with compelling content.

IDEAL CLIENTS

Restaurants, cafes, food manufacturers, caterers, food bloggers and cookbook authors.

PHOTOGRAPHY PORTFOLIO

Products & E-commerce

Luxury product photography showcases the elegance, precision and craftsmanship of premium goods — jewelry, watches, fragrances, skincare and cosmetics with refined lighting and finishes.



 **View full portfolio**
Click to view more work on website

MARKETING BENEFITS

Strengthens premium positioning, increases desire for high-value products and enhances perceived quality.

IDEAL CLIENTS

Luxury brands, product designers, retailers and high-end e-commerce.



PHOTOGRAPHY PORTFOLIO

Events Coverage

Event coverage photography captures key moments and details of events or speakers — conveying atmosphere and highlighting interactions, celebrations and important happenings.





View full portfolio

Click to view more work on website

MARKETING BENEFITS
Boosts event visibility, enhances promotional content and captures memorable experiences.

IDEAL CLIENTS
Corporate functions, festivals, sports events, exhibitions, PR agencies and event planners.



PHOTOGRAPHY PORTFOLIO

Sports, Cycling & Fitness

Sports photography captures the intensity and dynamic action of cycling — the speed, skill and energy of athletes in motion, inspiring fans, supporters and investors to engage.



 **View full portfolio**
Click to view more work on website

MARKETING BENEFITS

Enhances brand excitement, showcases product durability and drives sentiment and attendance.

IDEAL CLIENTS

Sports apparel brands, bicycle manufacturers, event organizers, pro teams and magazines.

PHOTOGRAPHY PORTFOLIO

Corporate & Portraits

Corporate photography captures polished portraits that reflect the identity, confidence and expertise of your team — showcasing the human side of your company and reinforcing brand credibility.



 **View full portfolio**
Click to view more work on website

MARKETING BENEFITS
Boosts engagement and credibility, enhancing brand perception and internal cohesion.

IDEAL CLIENTS
Corporations and businesses elevating their professional image and communications.

Video Work

Selected videos across verticals and disciplines.



ARTIFICIAL INTELLIGENCE

Gen A.I Video Productions

See more work



Barilla Pasta
Fully A.I Generated
Timeline: 2 – 3 Weeks
Purpose: Marketing > Sales
Tools: VEO3, VEO2, Runway, Hailuo 02



Elite Supps
Fully A.I Generated
Timeline: 2 Weeks
Purpose: Sport Nutrition > Advertising Awareness
Tools: Nano Banana, Seedream, Higgsfield

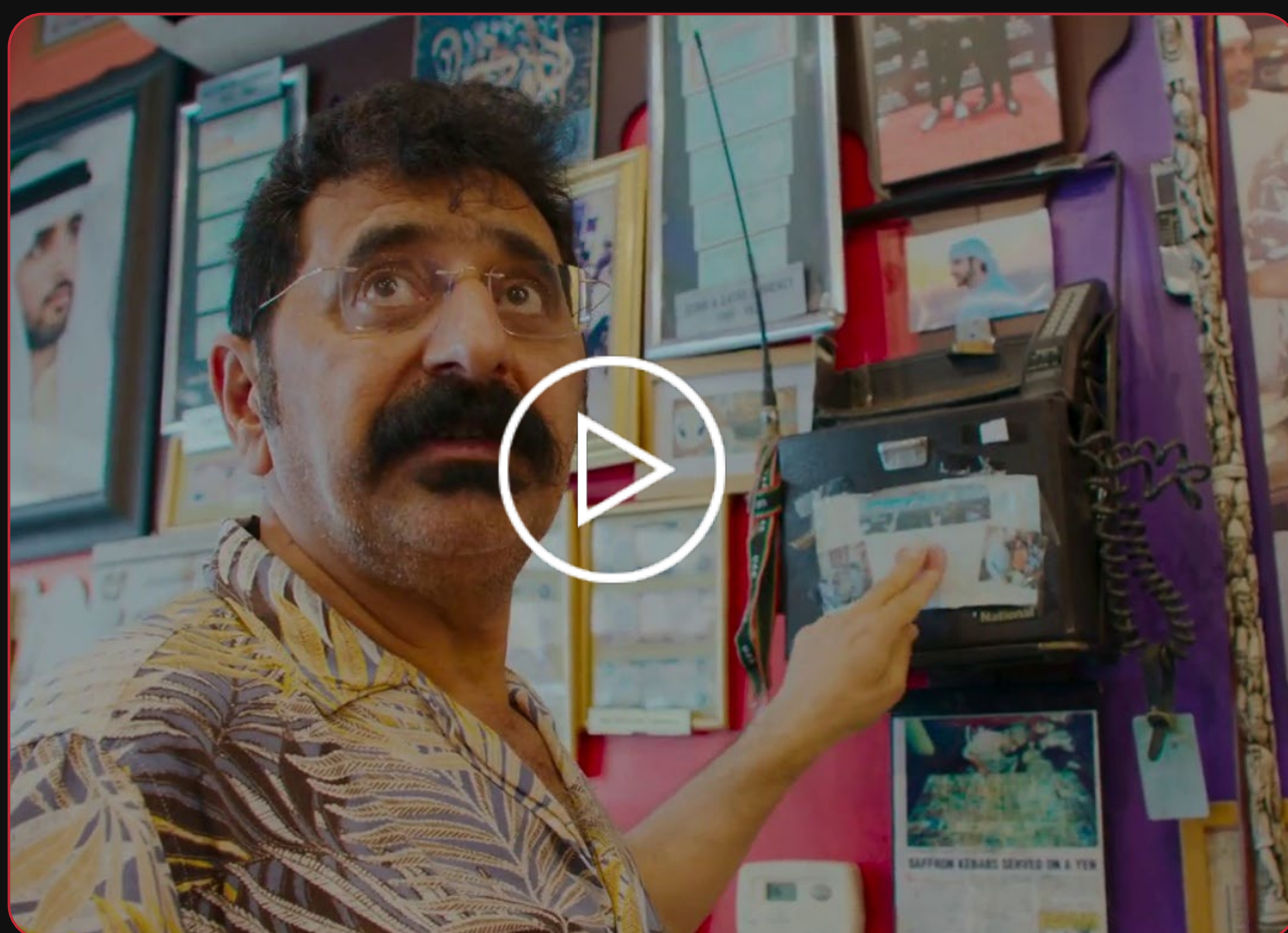


Volvo spec ad
Fully A.I Generated
Timeline: 3 – 4 Weeks
Purpose: Branding / Marketing
Tools: VEO3, Runway, Kling, Hedra

STORY VIDEOS

Cinematic Documentaries

See more work



Kebab King
Cinematic Documentary
Shot with RED Komodo 6K



Day in the life
Cinematic Event Documentary
Shot with RED Komodo 6K



Nigerian Street Food
Cinematic Documentary
Shot with RED Komodo 6K

SALES VIDEOS

Advertisements and Promotions

See more work



The First Collection JVC
Role: Casting, Planning, Production, Editing
Vertical: Hospitality
Output: Hotel Promotional Launch Video



Hexclad UAE
Role: Casting, Production
Vertical: Cookware (Product)
Output: Endorsement Advertisement



PriceWaterhouseCoopers – Emerging Tech
Role: Strategy, Planning, Production, Editing
Vertical: Technology Professional Services
Output: Promotional Capabilities Video



MG Motors – Aftersales Service Offer
Role: Production and Casting
Vertical: Automotive
Output: Commercial Advertisement



The Blacksmith Bar & Eatery
Role: Casting, Planning, Production, Editing
Vertical: Food & Beverage
Output: Brand Awareness Promo Video



BEEAH Waste Collection & City Cleaning
Role: Casting, Production, Editing
Vertical: Sustainability / Environmental Services
Output: Strategic Positioning Film with storytelling



BWT Real Estate | Dubai
Role: Planning, Production, Editing, Casting
Vertical: Real Estate
Output: Brand Positioning Film



Aputure NOVA 9° 2x1
Role: Casting, Production, Editing
Vertical: Cinema Lighting / Film Gear
Output: Product demo film (Narrative driven)

STRATEGIC VIDEOS

Strategic Branding Assets

See more work

Testimonials

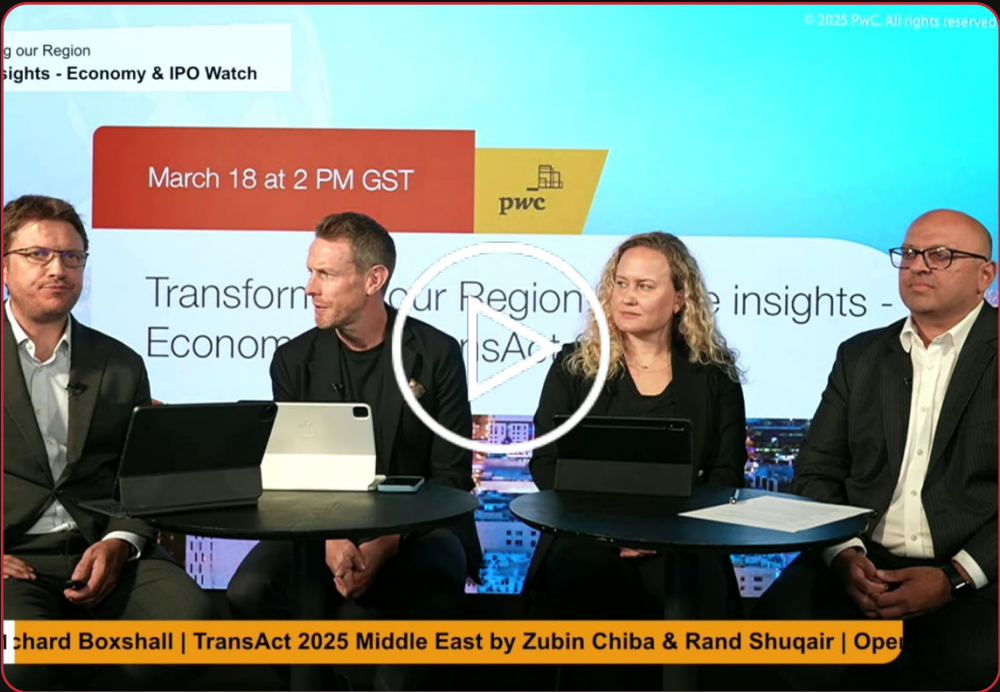
Thought Leadership

Alliances

CSR



PriceWaterhouseCoopers – Women Leaders
Role: Production, Editing
Vertical: Branding / CSR
Output: Inclusion Communications Video



Livestream (LinkedIn + Web)
Role: Live Production
Vertical: Branding / Thought Leadership
Output: Livestream



CSR Podcast (Youtube + Web)
Role: Production
Vertical: Branding / CSR
Output: Podcast



Green Screen Video (Value in motion)
Role: Production, Editing
Vertical: Branding / Thought Leadership
Output: Positioning (Values, Vision, Alignment)



Unscripted Podcast
Role: Production
Vertical: Branding / Storytelling
Output: Human resources recruitment asset



InBold – Strategic Student Podcast
Role: Production, Editing
Vertical: Branding / Thought Leadership
Output: Cultural Impact Dialogue Series



Thought Leadership / Executive Insights
Role: Production
Vertical: Branding / Perception Alignment
Output: Strategic showcase and alliance video



Leading Transformation: Reinventing Business in the Middle East
Role: Production, Editing
Vertical: Thought Leadership | Authority
Output: Thought-leadership feature

SPECTACLE VIDEOS

Documenting Live Events

See more work

- Highlights
- Trade shows
- Recaps
- Launches
- Corporate
- Culture
- Documentaries



Arabian Travel Market – Emirates Stand
Role: Production, Editing
Vertical: Exhibition
Output: Awareness Highlight Video



Middle East Event Show – THA Event Experts
Role: Production, Editing
Vertical: Exposition
Output: Awareness Highlight Video



TEAM UAE ADQ – Bootcamp retreat event
Role: Production, Editing
Vertical: Sports / Pro Cycling
Output: Behind the scenes team-building video



IoT Event – Armani Hotel
Role: Production, Editing
Vertical: Conference
Output: Awareness Highlight Video



Leadership Retreat Recap
Role: Production, Editing
Vertical: Internal Culture / Team Building
Output: Internal Communication Video



FBS Forex Expo 2025
Role: Production, Editing
Vertical: Tradeshow
Output: Awareness Campaign Video



COP 28
Role: Production, Editing
Vertical: Summit
Output: Highlight Video



7 Day Cycling Initiative for Charity
Role: Pre, Production, Editing, Permits, Legal
Vertical: Corporate Social Responsibility (CSR)
Output: 7 Event Recaps, 12 Speeches, 3 Panels, 6 Interviews, 1 Hero Recap Video, 800 edited photos.

CASTING WORKS

Major Casting Projects



MG Motors
Commercial Advertisement · 2024
Our Role: Casted featured actors and worked directly with director in UAE

[View on YouTube](#)



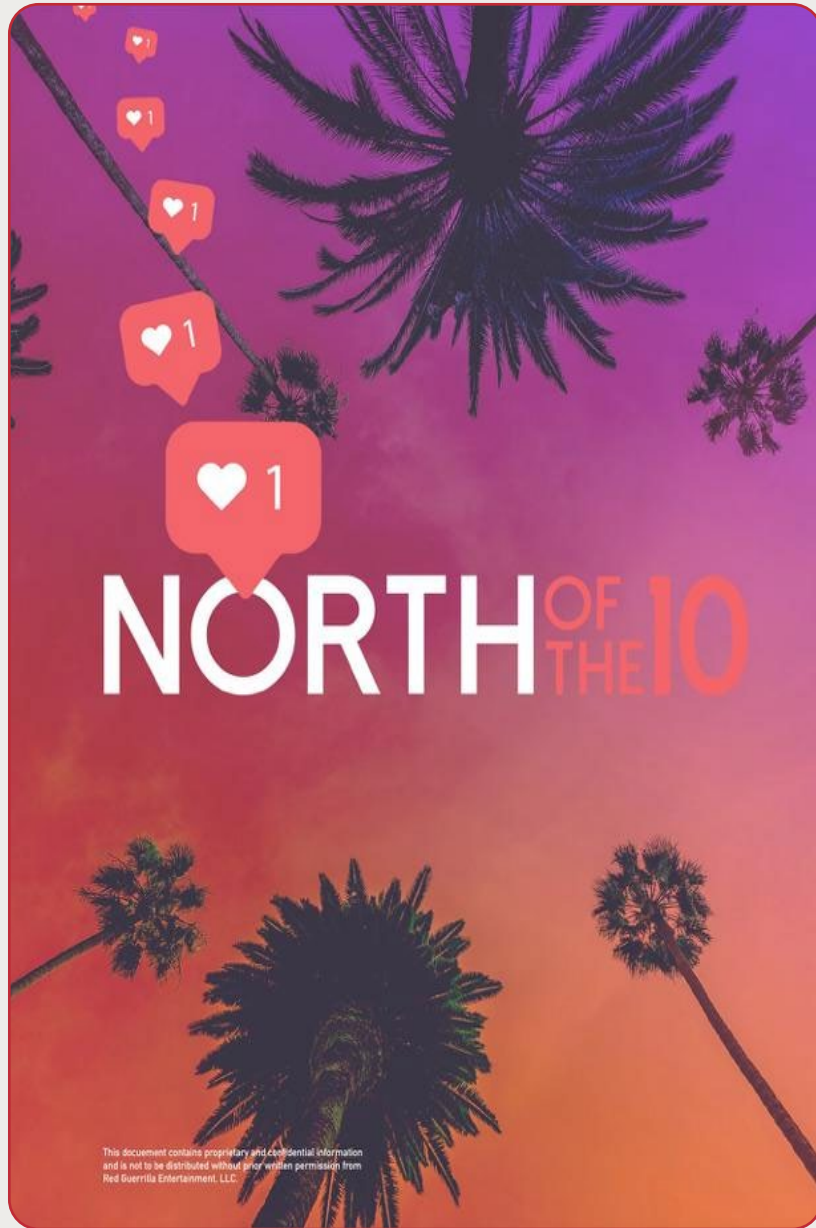
Mission: Impossible Dead Reckoning
Hollywood Movie · 2023
Our Role: Casting Extras in UAE

[View on IMDb](#)



Kandahar
Hollywood Movie · 2023
Our Role: Casting Extras in UAE & Saudi

[View on IMDb](#)



North of the 10
Movie · 2022
Our Role: Casting Extras in UAE

[View on IMDb](#)



Mission Impossible Dead Reckoning 1/2
Format: Hollywood Movie
Year: 2023
Role: Casting Extras

[View on IMDb](#)

Introducing the Team

The people who turn strategy into stories — and stories into results.

YOUR NEW PARTNER



Joe Almano

STRATEGIST

CINEMATOGRAPHER

CASTING DIRECTOR

I turn business goals into visuals that move people. Eighteen years in film, branding, and advertising. Started as a freelancer, built my own production company.

Here's what most people get wrong: they think content is about looking good. It's not. It's about getting someone to feel something, trust you, and act.

Born in Montreal. Ten years in Dubai. Lived in 17 countries. Speak English, French, and Italian. I've seen what makes people connect across every kind of room.

I studied film, psychology, neuromarketing, and business, then kept studying. Behavioral economics. Systems thinking. AI. Not for the certificate. For the edge it gives my clients.

Four things I don't compromise on: Excellence. Integrity. Unity. Relationships.

Today I call myself a Creative Technologist. Fancy words for a simple job: I help you say what you want, connect on purpose, and be authentic on camera.

MEET THE TEAM

Core Roster

	Joe Almano	CINEMATOGRAPHER CASTING DIRECTOR VIDEO STRATEGIST	Oversees project vision, manages production timelines, and directs videography and photography to ensure high-quality content aligns with client objectives.	
	Zyra	PRODUCTION ASSISTANT CASTING MANAGER	Manages and assists with client interactions, ensures smooth communication across stakeholders and creative team, and handles account management to maintain high client satisfaction and alignment. Works closely with Creative Director.	 
	Shnezana “Shne”	CGI / 3D MOTION SPECIALIST ART DIRECTOR	Tasked with directing cinematic concepts, collaborating with 3D artists and animators on shot lists and production documents, and ensuring each immersive 3D/AR/VR project tells a compelling visual story. Works closely with internal teams to integrate real-time rendering technology like Unreal Engine, delivering high-quality, immersive CGI and VR content alone or blended with live action video production.	
	Erica	PRODUCTION ASSISTANT TALENT COORDINATOR	Oversees production timelines, coordinates logistics for efficient workflow, develops shot lists, and manages talent before and during shoots. Works closely with Talent Casting Manager.	
	32+ team members ready to deploy	PHOTOGRAPHERS VIDEOGRAPHERS EDITORS RETOUCHERS SOUND ENGINEERS AND MORE...	A pool of vetted and contracted local and global freelancers who function as our contractable floating team, adapting to different projects as required for the purpose of extending our capabilities and delivering scalable solutions to our clients.	

Testimonials

Don't take our word for it — hear from the brands and leaders we've served.

TESTIMONIALS

300+ Clients
served since 2017

★★★★★
4.9 / 5
Real results. Real growth.

★★★★★

From the outset

From the outset, their team exhibited a remarkable level of professionalism and creativity. They worked closely with me to refine my ideas and develop a compelling storyline. Their attention to detail was evident in every aspect of production, from casting to cinematography to editing. The final product was nothing short of breathtaking, with visuals that left a lasting impression. The positive energy and dedication of the entire team made the experience enjoyable and memorable.

★★★★★

Joe works in a stress free environment...

Joe works in a stress free environment making sure the model is at ease when shooting. Joe has a gentle way to guide, prompt and correct the models when necessary. It is always pleasant to work with him.

★★★★★

Wonderful team

Amazing experience, the vibes was so cool and i enjoyed every minute of the shooting, they are so professional and everything organized by time , highly recommended if u want professional team for your advertisements



★★★★★

Highly professional

We had a great shooting day with Joe and his assistant Zyra in the hotel and restaurant. Joe not just an excellent and creative photographer but also a very decent person, I felt very comfortable and enjoyed our team work. The process fascinated us so much that we couldn't stop to generate new ideas for pictures! Hope to have new project with you guys! :)

★★★★★

Great experience with ALM

Great experience with ALM
Mr Joe and Ms Zyra were incredibly friendly and attentive, ensuring that everything is perfect. Definitely they knows how to manage kids and let them be entertained
Highly recommend



★★★★★

I was happy to work with this company

I was happy to work with this company. They are provided nice conditions for work with good payment. Throughout the working day, they checked how satisfied both parties were with the work, without any problems. I had a wonderful experience and hope for further cooperation

★★★★★

It was a great experience with you guys

It was a great experience with you guys
appreciate your professional work hopefully we will have another collaboration in the future
Best regards

★★★★★

So good service

So good service, very well organized everything, nice atmosphere during the shoot and amazing pictures at the end. Definitely recommend 🍷

★★★★★

Had an amazing experience and fun...

Had an amazing experience and fun during our shoot. Super creative and great with direction, attentive and on time.
Hope we get to work together again!

★★★★★

Pleasure to work with Almano

It was a big pleasure to work with Almano Photography team. Everything done on time and smooth. When I arrived at the shooting location, everything was ready: scenery, lighting, props and I didn't have to spend much time waiting. During the shooting there was a friendly and positive atmosphere. Almano professional in his field. Special thanks to his assistant Zyra.



★★★★★

I loved working with you

I loved working with you, very smooth process and professional, keep up the good work 🙌

4.9/5
AVERAGE CLIENT RATING
Across LinkedIn recommendations,
Google reviews, Trustpilot and
direct client feedback.

Who We Are

Origin, history and principles that guide everything we make.

THE SPARK

Origin

"One junk camera, one idea, no formal education and zero safety net."

Growing up, I saw stories and beauty all around, in people's faces, the way light hit objects, the way visuals shifted emotion, perception, belief and trust. But I also saw something else: businesses and creatives struggling to translate their visions into something that mutually connected.

I self-taught every craft. Shot and created everything I could. Learned what works, what doesn't, and why it matters.

Over time, I realized I wasn't just creating content. I was helping brands be seen and communicate clearly in a way that complimented the business. That's when ALM Media was born.

THE START

2017

Our History

*Founded as a two person freelance team;
Joe & his wife.*

In 2017, ALM Media was a small team of two freelancers, passionate about creating effective marketing and branding content for brands and businesses in the UAE.

With nothing but a drive for excellence, we took on every project with heart. What started as a simple passion quickly grew into something bigger than we imagined, an opportunity to help others. We set our sights high and, with firm belief in our capabilities, pushed boundaries and forged partnerships.

By consistently delivering high quality work in a transparent, professional environment, our credibility and trust built up, opportunities grew, and positive impact continues to this day.

What We Stand For

- Candor
- Outcomes
- Speed
- Ownership
- Craft

Nobody cares about your deliverables. They care about what the deliverables get them.

So we move fast, but we don't cut corners. We say the thing instead of dancing around it. We own the whole outcome, not our slice of it. And we make work that actually converts, not work that wins awards nobody buys from. We're not here to ship content.

We're here to get you results. Results that make people trust you, act, and remember your name.

Because good work isn't the goal. Work that changes something is.

MISSION

Every industry
has its bad habits.
In ours?

Underpaid artists.
Disconnected crews.
Pretty visuals with zero ROI for clients.

I'm here to flip that..

THE MISSION WITH ALM MEDIA IS SIMPLE

- 01

Treat people right.
- 02

Plan with intention.
- 03

Align purpose to communications.
- 04

Listen first, then create.
- 05

Execute with precision.
- 06

Continuous improvement
- 07

Create content that doesn't just “look good”, but works.

Because the right story or offer, told the right way,
changes everything for your business. I'm here to make sure it does that.

PRINCIPLES

Core Values

01. **Excellence**
Leave it better than
when we found it.

02. **Quality**
Exceeding expectations
every time.

03. **Collaboration**
Together we create,
together we succeed.

04. **Sustainability**
Producing a better
future, one shot at a time.

05. **Integrity**
Honesty and transparency
in all that we do.

06. **Empathy**
We listen, we
understand, we deliver.

PARTIAL CLIENT LIST

Who We Work(ed) With

HOSPITALITY

ABU DHABI NATIONAL HOTELS (ADNH)
ACCOR HOSPITALITY
ARABIAN COURTYARD HOTEL & SPA
BELHASA HOSPITALITY
CONRAD ABU DHABI ETIHAD TOWERS
DAMAC HOTELS & RESORTS
DUBAI INTERNATIONAL HOTEL
DUSIT THANI ABU DHABI
FAIRMONT BAB AL BAHR
GRAND MERCURE HOTEL
GRAND MILLENNIUM DUBAI
GULF HOTELS GROUP
JA RESORTS & HOTELS
PARK REGIS KRIS KIN HOTEL DUBAI
RAMADA HOTEL & SUITES
RIXOS PREMIUM DUBAI
ROTANA HOTELS AND RESORTS
SHERATON DUBAI CREEK HOTEL & TOWERS
TIME HOTELS
WYNDHAM HOTELS & RESORTS
CIEL TOWER
THE FIRST COLLECTION JVC

REAL ESTATE

THE FIRST GROUP
ARENCO REAL ESTATE
BETTER HOMES
COLDWELL BANKER
CANDO REAL ESTATE
EMAAR PROPERTIES
GOLD MARK REAL ESTATE
NAKHEEL PROPERTIES

FOOD AND BEVERAGE

MASTERCHEF THE TV EXPERIENCE
CANDO PERSIAN CUISINE
SANTE RIA
IKIGAI RESTO + BAR
THE BLACKSMITH BAR AND EATERY
RISEN CAFÉ & ARTISANAL BAKERY
BRAMBLES CAFÉ
MOTORINO DUBAI

COMMERCIAL SERVICES

ALTRAD INDUSTRIAL SERVICES UAE
AL MANSOOR ENTERPRISES
FALCON ZINC METAL INDUSTRIES
GULF ELECTRONICS COMPANY
HEXA OIL AND GAS
HORIZON ARABIA GROUP

RETAIL / CONSUMER / ECOMM

AQUAE JEWELS
AL ABBAS GROUP
SHARAF DG
THE ENTERTAINER
LA TOALLA

GROUPS / ENTITIES

UAE TEAM ADQ (NATIONAL CYCLING TEAM)
NAUTICAL NETWORK

EVENTS

GITEX 2020, 2021, 2022, 2023
1 BILLION FOLLOWERS SUMMIT 2022,2023
DUBAI INTERNATIONAL BOAT SHOW 2024,2025
MIDDLE EAST EVENT SHOW 2024,2025
DUBAI SHOPPING FESTIVAL
DUBAI FOOD FESTIVAL
THA EVENT EXPERTS
IFX EXPO DUBAI 2023, 2024
FOREX EXPO 2024, 2025, 2026
EVENTAGRATE

PROFESSIONAL SERVICES

PRICEWATERHOUSE COOPERS

FINANCIAL SERVICES

FBS MARKETS INC. [MARKETING, EVENTS AND CSR TEAMS]
PRIVATE CLIENTS (NDA RISTRICTED)

Thank you.

Let's have a conversation

CALL TO ACTION



Email

01

Ask questions, receive answers



Discovery Call

02

Move forward, Let's talk