WAEL SALAH ABDELKARIEM ALI



Arts & Cultural Programmes | Education Leadership & Training
Events, Production & Creative Management

Dubai, UAE | +971 55 278 5515 | waelsalah601@gmail.com | Egyptian national, UAE resident
linkedin.com/in/wael-salah-oud | anghamal3ud.com | waelsarabesque.com
ruwaydan.com | Instagram: @wael.abdelkariem | @angham_al3ud
Instagram: @waels_arabesque | @rouhdubai.official
Available immediately

PROFESSIONAL SUMMARY

Dubai-based arts, culture and education professional with around 15 years of experience across Egypt, Oman, Kuwait and the UAE. Since 2023 I have taught Arabic singing and oud at the Arabic Music Institute (Emaar Entertainment) with supervisory duties: mentoring a faculty of 10+ educators, directing a 50-member multicultural choir and producing an annual calendar of 20+ concerts and cultural events. In 2024 I founded the Rouh Dubai Choir, dedicated to Arabic heritage and Emirati identity. I also run the Angham Al Oud live-music brand and Wael's Arabesque coaching, managing their websites, SEO, social media and client bookings myself. MBA in Leadership and Management (with Merit, 2026), Diploma in Art Therapy, hands-on experience in AI music production, and author of published books on Arabic music theory and music teaching (Amazon). Bilingual Arabic / English.

CORE COMPETENCIES

- **Arts & cultural leadership:** cultural programming; Arabic music heritage and Emirati repertoire; choir founding and direction; artist and performer development; partner and stakeholder coordination
- **Programme & project management:** annual programme and events calendars; planning, scheduling and delivery; team supervision; MBA training in strategy, leadership and management; interested in pursuing PMP certification
- **Events & production:** concert and festival production; rehearsals and run of show; performer coordination; live performance; event bookings for private and corporate clients
- **Education leadership & training:** faculty supervision and mentoring; curriculum and workshop design (8-session oud and singing workshops, course packages); student-teacher supervision; one-to-one, group and online teaching
- **Entrepreneurship, marketing & digital:** brand building; social media management (4 Instagram accounts, ~27K followers combined); bilingual content creation; Google and Instagram SEO; website building and management
- **Composition, production & AI:** composition and arrangement; music production; AI music production and prompt engineering; voice-over and recording
- **Wellbeing, clients & culture:** art therapy and music for wellbeing; customer service and client relations; cross-cultural work across Egypt, Oman, Kuwait and the UAE

PROFESSIONAL EXPERIENCE

Arabic Singing Teacher & Oud Instructor (Supervisor) **09/2023 – Present**
Arabic Music Institute – Emaar Entertainment, Dubai, UAE

- Teach Arabic singing and oud to individual students and groups, from beginners to advanced performers.
- Supervise and mentor a faculty of 10+ music educators, overseeing curriculum delivery and academic development for 100+ students.
- Direct and conduct a 50-member multicultural choir.
- Produce and manage an annual calendar of 20+ live concerts and cultural events, including featured performances at the Liwa International Festival.
- Lead digital marketing and content initiatives that support student enrolment.
- Instructor for the Lullaby Project, a joint initiative of Carnegie Hall, Dubai Opera and American Hospital Dubai; received the institute's Customer Choice Award.

Founder & Principal Director **2024 – Present**
Rouh Dubai Choir, Dubai, UAE

- Founded and lead a multicultural choir dedicated to Arabic musical heritage and Emirati identity; curate, arrange and rehearse the repertoire.
- Performed with the choir at Dubai Opera.

Music Activities Supervisor **01/2022 – 09/2023**
International University of Kuwait (IUK), Kuwait

- Managed university-wide music programmes, student organisations and the cultural calendar.
- Planned and produced campus concerts and international student showcases.

Music Teacher **01/2019 – 01/2022**
American Gulf Bilingual School, Kuwait

- Delivered classroom music aligned with American Curriculum standards; established and directed the school choir and produced seasonal performances.

Expert Lecturer (Secondment) **09/2015 – 07/2018**

Faculty of Specific Education, Minia University, Egypt

- Delivered undergraduate lectures and practical instruction in the Music Education Department; supervised student teachers on field placements.

Music Skills Teacher **09/2014 – 08/2015**

Al Raneem Private School, Oman

- Taught music theory, voice and instrumental performance within the British Curriculum; awarded a Certificate of Appreciation (under the supervision of the Ministry of Education, Oman).

Music Teacher **09/2010 – 07/2014**

Shibin El Qanater Preparatory School (Ministry of Education), Egypt

- Planned lessons and coordinated extracurricular music performances. Holds a permanent Ministry of Education teaching post in Egypt (since 09/2015), currently on unpaid leave.

PROJECTS & VENTURES

Angham Al Oud – Founder & Lead Performer (Oud & Vocals) **2020 – Present**

Live-music brand for events | anghamal3ud.com

- Run a live-music brand for private and corporate events across the GCC, performing traditional and contemporary Arabic repertoire as principal vocalist and oud soloist.
- Handle bookings and client relations; built and run the website (WordPress on Hostinger) with SEO, Google Business Profile, Google Search Console and GA4; Instagram ~10.6K followers.

Wael's Arabesque – Founder & Coach

Oud and Arabic singing coaching, online and in Dubai | waelsarabesque.com

- Designed 8-session oud and singing workshops and course packages; teach private students online and in person; manage the bilingual website, content and search visibility.

Music for Wellbeing – Project Lead **In development**

Personalised AI-generated wellbeing tracks | ruwaydan.com

- Developing a service that turns a short bilingual intake into a personalised instrumental track, using structured prompts for AI music generation and oud artistry; informed by my Art Therapy training.

Composer & Producer

Original and national songs

- Original compositions including 'Dana Al Qalb'; composed and produced the UAE patriotic songs Erfa' Al Rayah, La Tashiloon Hamm and Lahmha Morr.
- AI-produced national and patriotic songs, including a song for Eid Al Etihad; voice-over and recording work.
- Led the live UAE National Anthem performance at Dubai Opera; featured by CGTN / CCTV and Fujairah TV; verified artist on Instagram.

EDUCATION

MBA in Leadership and Management (with Merit) **07/2024 – 07/2026**

Knights College, Malta

Dissertation on hybrid cultural education institutions: 'Strategic Leadership and Innovation in Cultural Education: Advancing Arabic Music Education in Dubai'. Presented as a paper at the International Conference on Connecting Diverse Management Perspectives (ICCDMP 2026).

Diploma in Art Therapy (120 hours, Grade: Excellent) **07/2025**

Albyan Institute Education Support Services – endorsed by ACTVET, KHDA and the National Training Center

Special Diploma in Arabic Music Education **2018**

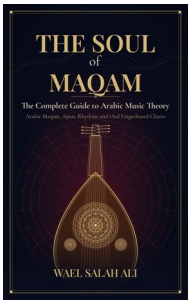
Faculty of Specific Education, Minia University, Egypt – two-year Master's preparatory programme in Arabic Music, Grade: Very Good

Bachelor of Specific Education in Music Education (Oud Major) **10/2006 – 05/2010**

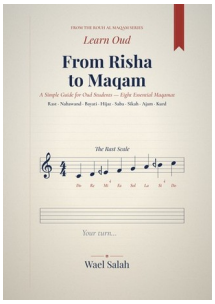
Faculty of Specific Education, Minia University, Egypt

PUBLICATIONS

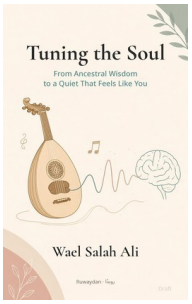
Author — Amazon Kindle and paperback (2026). Live titles:



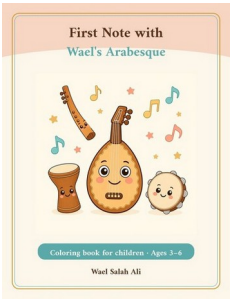
The Soul of Maqam



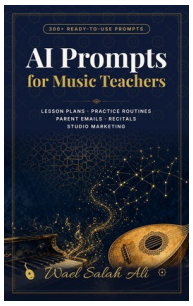
Learn Oud: From Risha to Maqam



Tuning the Soul



Awwal Naghma / First Note



AI Prompts for Music Teachers

- The Soul of Maqam: The Complete Guide to Arabic Music Theory — English Kindle and paperback; Arabic Kindle edition Ruh al-Maqam / روح المقام
- Learn Oud: From Risha to Maqam — beginner oud workbook; English paperback and Kindle, and Arabic Kindle.
- Tuning the Soul: From Ancestral Wisdom to a Quiet That Feels Like You — Arabic Kindle edition دوزان الروح and English paperback (music for wellbeing).
- Awwal Naghma / First Note with Wael's Arabesque — colouring & activity book ages 3–6 (paperback AR+EN).
- AI Prompts for Music Teachers — 300+ prompts for lessons, practice, parents, recitals and studio marketing (Kindle and paperback).
- AI Prompts Every Professional Needs in 2026 — 100 prompts for business, marketing, career growth and productivity (Kindle and paperback).

SKILLS

- **Digital & web:** WordPress, Hostinger, Google Business Profile, Google Search Console, GA4, Instagram content and SEO, ICDL
- **Creative & AI:** AI music generation and prompt engineering, composition and arrangement, recording and voice-over
- **Music:** voice and oud (principal); Turkish cümbüş; Chinese kuaiban; Arabic maqam; choir direction
- **Training & certificates:** Digital Marketing Diploma (easyT); Business English Certificate (easyT, 2024); CPR & AED; Brometer Certificate; Traditional Music Transmission (Palet Türk Müziği İlkokulu with Arabic Music Institute & Emaar)
- **Memberships:** Emirates Musicians Association; Musicians' Syndicate of Egypt; International Academy for Leadership and Management LTD (Art Therapy)
- **Additional:** participant, Sharjah Education Conference; educational session for the Zayed the Inspirer Foundation; personal interest in multi-market trading and technical analysis (studying for CFTe)

LANGUAGES

Arabic – native | English – full professional proficiency