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Multidisciplinary Marketing Communications Expert

I am a creative and accomplished marketing communications expert with over 20 years of experience leading successful marketing teams and projects across B2B and B2C sectors. Skilled in strategic marketing communications, brand development, performance marketing, and content marketing.

Hamad Bin Khalifa University, Qatar Foundation, Qatar Marketing Manager / Acting Director of Communications March 2014 – August 2023

- Established and managed the Marketing Communications Directorate for the university and its entities across 6 colleges, 3 national research institutes, and centers.
- Scaled and led the team across institutional and business marketing, branding, outreach, external and internal communications, and digital communications.
- Developed and managed the brand strategy, identity, architecture, messaging, and visual framework.
- Championed and led the development of the university strategic communications blueprint, crises communication strategy, and communications business continuity.
- Launched and managed a global integrated marketing campaign for HBKU's postgraduate academic and research programs. The campaign led to an 85% increase in applicant leads and a 50% rise in enrolled students during the 2022.
- Managed marketing communications for HBKU Corp to promote and drive commercialization and investment for HBKU's research and innovation projects across B2G and B2B sectors.
- Managed HBKU's sponsorship and partnership marketing communications locally and globally.
- Managed over 200 high-profile annual events featuring government, academic, and industry leaders.
- Founded the university newsroom, focusing on thought leadership to promote HBKU's niche research areas both externally and internally.
- Led HBKU's digital-first strategy and CRM, enhancing digital acquisition and optimizing ad spend across paid media channels.
- Established and managed comprehensive agreements with external agencies and suppliers.

Commercial Bank, Qatar
Unit Head of Brand and Design
January 2013 – January 2014

- Successfully launched the brand transformation program, recognized with awards at the Digital Impact Awards and the Rebrand 100 Global Awards.
- Oversaw brand management and production across all channels, including ATL and BTL campaigns, outreach, and collaterals.
- Led the development of the bank's first digital CRM system across all branches and ATMs, enhancing customer experience, supporting campaign delivery, and optimizing costs.
- Managed agency and creative studio operations, overseeing the design, production, and deployment of marketing materials.
- Directed the development of advertising and activation campaigns across personal, corporate, and investment banking sectors.
- Optimized the budget for advertising and promotional items, ensuring cost efficiency.
- Established and managed relationships with agencies

Commercial Bank, Qatar
Senior Marketing Communications Manager
May 2011 – January 2013

- Formulated annual marketing plans and budgets for CBQ banking products, aligning with business objectives.
- Managed integrated marketing campaigns aimed at new customer acquisition through diverse channels, employing both B2B and B2C strategies to effectively target potential clients.
- Supervised the bank's retail banking digital channels, ensuring an optimal user experience and facilitating seamless customer interactions.
- Partnered with product development teams to develop targeted product campaigns for assets, loans, and credit cards, generating awareness and leads by highlighting competitive advantages and customer benefits.
- Developed compelling marketing collaterals for B2B pitches, effectively supporting the acquisition of high-value accounts and partnerships.
- Executed activation campaigns designed to enhance customer engagement and promote product awareness, focusing on the strategic use of assets and services to meet customer needs.
- Launched and managed personal banking loyalty programs, including an exclusive program for high-net-worth individuals, driving customer loyalty and satisfaction by offering tailored benefits and services.
- Monitored and analyzed campaign performance, for continuous improvement in customer loyalty and satisfaction, with a particular focus on high-value asset holders and loan recipients.

Commercial Bank, Qatar**E-communications Manager / Unit Head, Knowledge Management****August 2005 – May 2011**

- Led the development and management of e-communications, ensuring effective messaging across internal and external channels.
- Developed and implemented the bank's intranet and knowledge management platform to enhance internal communication and information sharing.
- Executed internal brand activations and campaigns, aligning staff with the bank's strategic vision.
- Managed the internal communications strategy and execution, promoting timely information delivery.
- Oversaw key staff engagement initiatives, such as recognition events and induction programs, enhancing organizational culture.
- Directed HR communication projects, including newsletters, policy updates, and announcements.
- Coordinated with the organizational effectiveness team to ensure strategic alignment across departments.

Coldwell Banker, Lebanon**Media Manager****February 2004 – August 2005**

- Led the introduction of the Coldwell Banker brand in Lebanon, establishing a strong market presence in the local real estate sector.
- Implemented effective proactive media strategies to elevate the visibility of the company's properties and services in the market.
- Collaborated with sales and creative teams to create impactful multimedia content for superior property promotion and customer outreach.
- Oversaw the optimization of the company's digital CRM and Website for lead generation, significantly enhancing client engagement and acquisition.
- Produced and managed the company's monthly newsletter, updating clients with the latest listings and news to maintain interest and engagement.

Advertising and Creative Agencies, Lebanon**Designer, Multimedia and Brand****June 1998 – January 2004**

- Provided comprehensive brand and design services, developing content across both digital and traditional channels
- Specialized in designing of responsive, user-centric websites, significantly boosting clients' online visibility, engagement, and conversion rates.
- Managed client projects from conception to completion, ensuring the delivery of high-quality outcomes and achieving client satisfaction.

Education:

Graphic Art, State University of New York, 2002

Languages:

High Proficiency in English / Native Arabic

Certifications

- Google Search Ad Certified
- Google Digital Marketing and E-commerce Certified

Behavioral Skills:

- **Leadership:** Demonstrates strong team leadership capabilities, fostering collaboration and driving teams toward achieving marketing objectives.
- **Communications:** Possesses exceptional communication and interpersonal skills, significantly enhancing team dynamics and client interactions.
- **Analytical:** Exhibits advanced analytical abilities for meticulous campaign evaluation and data-driven decision-making.
- **Creative:** Shows a strong sense of creativity and innovation, particularly effective under pressure, while maintaining a high attention to detail.
- **Results-Oriented:** Proactive and results-driven, consistently focused on delivering measurable results and improvements.

Technical Skills:

- **Paid Media Platforms:** Proficient in managing and optimizing campaigns across Meta, Google, LinkedIn, and other platforms.
- **Performance Analysis:** Skilled in leveraging Google Analytics for detailed performance tracking and insights.
- **Adobe Creative Suite:** Highly proficient, enabling advanced design and multimedia projects.
- **CRM Tools:** Experienced with HubSpot, Oracle, Benchmark, and Mailchimp for effective lead management.
- **SEO Tools:** Proficient in using SEMRUSH and Google Search Console to improve website visibility and SEO performance.
- **Web Accessibility Tools:** Knowledgeable in Siteimprove to ensure web content meets accessibility standards.
- **Project Collaboration Platforms:** Skilled in using Wrike, Asana, and Notion to boost team productivity and manage projects.
- **Social Media Management:** Experienced in using Hootsuite for comprehensive social media account management.
- **CMS:** Proficient in WordPress, Drupal, Squarespace, and Shopify for developing, managing, and optimizing websites and e-commerce platforms.