

# RESUME

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## OVERVIEW

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Nearly 15 years of applying creative and project management skills to advance strategic communication and program implementation for Middle Eastern businesses and non-government related organizations.

## SKILLS

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- Communications strategy and planning
- Communications stakeholder management
- Results focused, strategic thinking
- Creative, visualization for print and electronic media
- Project management
- Fluent, written and spoken, in English, Arabic, and Farsi.
- Experience working with MS Windows, Excel, Access, Outlook, and Explorer
- Electronic communication: Web design, Flash, Adobe illustrator, Photoshop, InDesign, and a host of software
- Team leadership and supporting roles
- Business acumen

## ACCOMPLISHMENTS

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### *Restructured and developed marketing strategies for small businesses*

- Assessed and restructured the organization structure of Muller Ice Cream factory in Aleppo-Syria
- Re-developing Muller Ice Cream factory corporate identity
- Refining Muller Ice cream vision and mission
- Worked with executive management in structuring company's merging with the Turkish leading food company Ülker
- Assessed and restructured the organization structure of National School of Aleppo in Syria
- Developed communication strategy for employees in National School of Aleppo consisting: introductory packages, creating web based data center, designing and conducting internal communication workshops.

### *Lead communication planning for initiatives of major global corporation*

- Supported HR VP office in preparing presentations that captured SABIC's vision in developing and retaining its human capital for external communications.
- Worked with Enterprise Risk Management Project (ERM) in segmenting audience and selecting the proper communication channels
- Worked with Supply Chain Management Project in setting the initial communication objects and helping in liaising with other corporate communications department for implementing the plan.
- Developed communication environment current status questionnaire for SABIC overseas offices.
- Developed and managed communication for SABIC culture change survey project.

***Steered communication support for the building of a corporate university***

- Oriented U.S. consulting firm to Saudi Arabian, Middle Eastern, and Islamic customs and protocols.
- Helped structure and customize prototype and final learning portal.
- Integrated learning-related activities of other corporate initiatives into a learning portal.
- Used proven fluency in Arabic to properly position communication in the project.
- Managed internal resources to produce streaming video and other interactive elements of the learning portal.

***Recalibrated the planning and budget process in \_\_\_-person Human Resources department***

- Analyzed department's business assumptions and budgeting priorities
- Developed communication/training to raise awareness, define taxonomy, encourage knowledge-sharing, and increase estimating and budget control skills
- Helped department heads align HR objectives to Key Performance Indicators
- Organized monitoring/reporting process for spotting and justifying variations
- Results: streamlined planning/budgeting process, increased accuracy, and set stage for continuous improvement.

***Created visibility and credibility to re-position the Corporate Human Resources department***

- Developed and implemented communication strategies.
- Created branding for various HR projects
- Project-managed communication initiatives, including media planning, publications design, and launch
- Developed and supervised electronic media.
- Continued to orchestrate budgeting process for HR, which included Corporate Communications.

***Contributed to the successful implementation of SAP by designing communication strategies and support***

- Adapted, designed, and executed bilingual (Arabic/English) communication projects, including planning media, designing publications, posters, monthly fact sheets, and related materials.
- Developed and supervised web-based functions and network messaging system.
- Provided training to communication coordinators of graphic- and electronic-based media.

***Directed creative production for major Foundation and corporate events and programs***

- Created, executed, and managed production for 25<sup>th</sup>-year ceremony of the King Faisal International prize.
- Developed communication plans, and designed and executed publication projects for King Faisal Foundation groups, including Al-Faisalia Tower, Al-Faisalia Hotel, Al-Faisalia Mall, Al-Khozama Hotel, and King Faisal Islamic Research Centre.
- Designed visual materials, and collaborated in creating advertising campaigns for diverse business clients, including Saudi British Bank (SABB), Burger King, Eli Lilly (Prozac), and SACO hardware.

## APPLICABLE EXPERIENCE

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### **Independent Advisor** (8/08 – Present)

Verdi Marketing & Communications. A new established independent advisory office serving major businesses in Aleppo and Syria

### **Communication Advisor** (2/02 – 7/08)

Saudi Basic Industries Corporation (SABIC), \$21 billion global petrochemicals corporation

### **Senior Art Director/Production Manager** (2/00 – 2/02)

Ailamia Public Relations, Riyadh, Saudi Arabia

### **Art Director / Assistant Production Manager**

Publicis Graphics, Riyadh, Saudi Arabia

## EDUCATION

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- Masters in International Marketing Management, Aberdeen Business School, Robert Gordon University, UK, 2009
- BA, Business Administration, King Saud University, 1988