

Rawia Abdullah Ba Hareith

UAE

| Advertising | Comms | Media Professional |

Concept & Campaign development | Budgeting | Project Management | Content Management
| Directing & Producing | Event Planning

Media professional with more than 12 years experience across government & private sector.

Marital Status: **Single** Email: Rawia.abdullah@gmail.com Mobile: **+971 504475157** Nationality: **Emirati** LinkedIn: <https://www.linkedin.com/in/rawiaabdullah/>

Profile Summary

- Comms and marketing projects, from concept to delivery.
- Researching and developing new strategies in creative industries.
- Identifying talents for projects
- Coordinating, liaising and delegating tasks.
- Budgeting and crewing for events and filming sessions
- Supporting the development and execution of external marketing and communications strategies.
- Attend meetings to discuss and refine strategy, programming, and tactics in pursuit of our editorial and audience goals.
- itinerary planning

Accomplishments/ Achievements:

- Assigned as the permanent coordinator for the UAE delegation at the 40th session for general conference at UNESCO
- 2017 Ministry of Interior Award in Dubai Film Festival for the best scenario
- 2009 Directed Short film "Amal's Cloud" First Place Gulf Film Festival in Dubai
- 2008 Project Graduate Student Advertising Film ("Better ... sweet"), First Price in the category "Public Relations"
- 2008 Project Graduate Students' Ma'akum Natakamal "price for the third best project (documentary)

Key Skills:

- Result driven professional with over 10 years of international experience in the Culture Industry.
- Self-motivated with strong organizational skills
- Willingness to take challenges and master unknown situations
- High energy and positive attitude
- Natural ability to facilitate team member at all levels and bridging cultural differences
- A lifelong learner, focused on professional and leadership growth.

Technical Skills

- Photography and videography
- Video Editing
- Microsoft Office Suite
- MAC Programs and Applications including Keynote and Pages
- Final cut pro

Professional Experience

Ministry of Culture and Youth | Assistant project manager | February 2020 – Current

- Communicating with stakeholders regarding the "Create theatre" project needs and goals
- Contributing to the planning and development of projects. "Cinema initiatives" and "Create theatre" projects.
- Supporting the coordination and management of projects. Researching information as required.
- Performing administrative tasks such as preparing invoices, estimates, and scheduling meetings.
- Keeping track of and reporting on project progress.
- Completing tasks assigned by the Project Manager in an efficient and timely manner.
- Developing new strategies and implementation for the Emirati film industry.
- Developing the script writer's platform by coordinating with professional writers in order to increase the number of talented and skilful individuals.
- Building a database of creatives.
- Collaborate with the Executive Team to develop budget for the upcoming cinema projects

UAE Permanent Delegation – UNESCO -France | Communication officer | June - November 2019

- Lead the development and implementation of the delegation external and internal communication strategies, including media/public relations, marketing, general communications
- Support the development and execution of external marketing and communications strategies, tactics and deliverables, including the annual report, e-newsletters, press releases, email blasts, website content, social media content, brochures, pamphlets, and various organizational positioning pieces, etc
- Coordinated with UAE foreigner affairs commissions internationally to support the 2019 Executive Council elections.
- arrange meetings between UAE minister of culture and permanent delegates for other countries.
- Contacting international delegations, for official requests and meetings.

Embassy of the UAE -France | Media and Culture officer | March 2015 – December 2018

- Edited short videos for the social media department for cultural events
- Ensured all the applicable protocols were complied for various events and visits.
- Conducted research to ensure proper customs procedures were followed for foreign visits.
- Creating and managing a budget for all production costs and expenses.
- Handling and planning for disruptions to the events
- Working as editor to finalization the project

Ministry of Culture and Youth | Media communication executive | October 2012 – March 2015

- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content
- Ensure that all communications and marketing material aligns with brand standards
- Respond to media inquiries and perform media outreach to achieve brand placement in publications
- Develop escalation protocols for managing communication crises, should they arise
- Social media marketing
- shoot and edit short videos for the social media of the ministry
- Coordination with the various media to strengthen media relations
- Participate in the development of work plans and determine the tasks assigned to the work team

Freelancer | Director | Producer

Image Nation Abu Dhabi | Abu Dhabi, UAE | Mar 2021 – Present

Woojy Media | Paris, France | June 2018 – August 201

Twofour54 | Abu Dhabi, UAE | April 2011 – Jan 2012

Baynouna TV | Abu Dhabi, UAE | January 2010 – March 2011

Certifications/Trainings

- Setting New Broadcasting Standards in the Arab World 2007
- Cinematography Course 2011
- Visual Architecture workshop 2023

Education

- **Masters** | Higher Film Studies | Audiovisual and Production Group, Paris | 2019
- **Bachelors** | mass communication | UAE University | 2009

Languages

- Arabic | First language
- English | Proficient
- French | Proficient