

PERSONAL DETAILS

Nationality: Australian
UAE Golden Visa Holder
M: +971 56 403 1200
E: Ah-Na@live.ca
Address: Abu Dhabi, UAE
DOB: 25/07/1990

ACADEMIC QUALIFICATIONS

BSc Computer Science
AUL University 2008-2010
Lebanon

LANGUAGES

Arabic, English

AREAS OF EXPERTISE

Digital & Offline Marketing
B2B & B2C Marketing
E-mail marketing
Mobile Marketing
Crisis management
Business development
Event management
Campaign management
SEO, SEM, Display Ads
Website Management
Graphic Design

MARKETING TOOLS

Social Media:

Hubspot / Engagor
Hootsuite / Sprout Social
Feedly / Buffer
Adobe Cloud
Bitly / QR code
Talkwalker / Crowd analyzer

Graphic Design:

Adobe Products

Others:

Funnel Back (Website search)
Wrike / Smart sheet / Clickup
Walls.io / Tawk.to / doodle.com

PERSONAL SKILLS

Initiative
Team Leader
Building relationships
Creative thinking

AWARDS

Ministry of Education:
[Smart Covid 19 Screens](#)
[Flag Day Live Stream](#)
[Flag Day Website](#)
[VR/AR/360 Website](#)
[Rawae 2022](#)

Ahmad Al-Hassan

 www.linkedin.com/in/ahmadalhassan1

Senior Strategic Marketing & Communication Manager

PERSONAL SUMMARY

Experienced Strategic & Marketing Communication Manager with a track record of driving business growth through innovative, data-driven campaigns and effective communication strategies. Skilled in developing and executing audience-centric plans that increase brand awareness. Adept at leading cross-functional teams and delivering measurable results aligned with business goals.

WORK EXPERIENCE (from 2011 – present)

1) MBZUAI – UAE

Senior Marketing Manager

May 2024 – Present



Develop and execute integrated marketing strategies to promote MBZUAI's brand and academic programs. Oversee a team of marketing professionals to create engaging content and optimize digital channels for maximum impact.

Duties & Responsibilities:

- Oversee website enhancement, email marketing, and CRM integration using platforms like HubSpot
- Plan and execute digital marketing campaigns across various channels to drive awareness and engagement
- Manage a team of marketing professionals to create compelling content and optimize digital channels
- Monitor campaign performance and provide detailed reports on marketing metrics and ROI
- Collaborate with cross-functional teams to develop and implement integrated marketing strategies
- Continuously analyze market trends and consumer behavior to identify new opportunities
- Enhance the MBZUAI brand through consistent messaging and visual identity across all touchpoints
- Lead the development and implementation of the overall digital marketing strategy to support institutional goals and objectives
- Manage the end-to-end execution of digital marketing campaigns, including email, social media, web, SEO, SEM, and display advertising
- Work closely with the web development team to optimize the university website for improved user experience and search engine visibility
- Utilize data analytics to track, measure, and report on the performance of digital marketing initiatives, identifying opportunities for improvement
- Stay up to date with the latest digital marketing trends, technologies, and best practices, and recommend innovative solutions to enhance the university's digital presence
- Collaborate with the admissions, communications, and recruitment teams to ensure consistent brand messaging and a seamless customer journey

2) Ministry of Education – UAE | Experience letter

Strategic & Marketing Communication Manager _ January 2019 – May 2024



Responsible for planning, implementing, and monitoring the Ministry's Marketing strategy in order to increase awareness, improve Marketing efforts and increase engagement.

Duties & Responsibilities:

- Develop & refine the organization's brand strategy to ensure consistency with the brand's values & mission.
- Identify and capitalize on new market opportunities through market research, competitive analysis, and customer segmentation.
- Lead a cross-functional team to create and implement effective marketing strategies and campaigns.
- Develop and maintain a strong digital presence.
- Define important channels KPIs, measure and report the success of each campaign.
- Hire and train team members, fostering a collaborative and high-performing team culture.
- Analyze market trends and consumer behavior to develop data-driven marketing strategies.
- Continuously evaluate and optimize marketing strategies and tactics.
- Develop and maintain a crisis communication plan.

CERTIFICATIONS

University of Colorado:

- [Successful Presentation](#)
- [Teamwork Skills: Communicating Effectively in Groups](#)

University of California:

- [Introduction to SEO](#)

University of Geneva:

- [Portfolio and Risk Management](#)

University of Virginia:

- [Marketing Analytics](#)

University of Illinois

- [Marketing in a Digital World](#)
- [Digital Marketing Analytics in Theory](#)

IESE Business School:

- [Organizational Behavior: How to Manage People](#)

Adobe:

- Adobe Photoshop
 - Adobe flash
 - Adobe Illustrator
- New Horizons 2011 – 2012

Google:

- [AI-Powered Performance Ads](#)
- [AI-Powered Shopping Ads](#)
- [Ads Display / Ads Search](#)
- [Ads Video / Ads App](#)
- [Ads Measurement / Ads Creative](#)
- [Google Analytics](#)
- [Advanced Google Analytics](#)
- [Grow Offline Sales](#)
- Tag Manager Certification
- AdWords Advanced Search & Display
- AdWords Mobile Certification
- Shopping Certification

Hootsuite:

- Social Media Certification
- Professional Certification

HubSpot:

- [Marketing Hub Software](#)
- [Digital Marketing](#)
- [Inbound Marketing](#)
- [Inbound Marketing Optimization](#)
- [Content Marketing](#)

LinkedIn

- [Marketing Fundamentals](#)
- [Marketing Strategy](#)
- [Content & Creative Design](#)
- [Marketing Insider Certified](#)

REFERENCES –

Available on request

3) Abu Dhabi University – UAE | Experience letter

Digital & Social Media Specialist July 2016 – January 2019

Managed digital and social media communication channels, developed strategies, ensured effective interaction, maintained stakeholder relationships, and analyzed social media data

Duties & Responsibilities:

- Monitor digital communication channels, including website, social media & mobile apps.
- Develop workflows for digital communication procedures and strategies for university digital applications.
- Implement procedures for digital communication interactions across all mediums.
- Ensure effective stakeholder communication and customer relationship management.
- Coordinate with external agencies as needed.
- Analyze data on a daily and weekly basis and report on the activity of all social media forums.

4) Bizrah Med. Clinic - UAE

Digital Media Consultant January 2020 – February 2024

Duties & Responsibilities:

- Provide expert advice, knowledge, and support to improve marketing strategies and plans.
- Optimize conversion rates, evaluate site architecture, & perform in-depth analysis of marketing performance.
- Create digital and social media campaigns for lead generation across 10+ services.
- Generate targeted leads for the marketing team.
- Revamp marketing strategies to grow overall revenues.
- Prepare reports and marketing presentations to communicate progress and results to stakeholders.

5) Gulf Track Media – UAE | Experience letter

Digital Marketing Manager July 2015 – July 2016

Duties & Responsibilities:

- Managing and guiding the sales team to propose an effective plan for each client
- Monitoring the effectiveness of any campaign to ensure the quality of audience and leads.
- Setting KPIs and specifying the ROI based on field research for each client
- Planning digital campaigns for each client
- Develop forecasts, financial objectives and business plans

Project based companies (Under GulfTrack Media)

- Abu Dhabi Police: Campaign planner
- Abdulla Esmaeel: Influencer Marketing
- Abu Dhabi Awaqaf: SEO Marketing specialist
- Like Media Social – Dubai: SM Marketing
- Cordata Consultancy: Digital Marketing Consultant
- American Spine Center: Digital Marketing Specialist
- Aruba Networks – Dubai: Consultant

6) New Horizons Training Center - UAE | Experience letter

Digital Marketing Manager December 2011 – July 2015

Duties & Responsibilities:

- Manage SEO capabilities (external & internal) to ensure that site is optimized for search engines
- Run SEM & SMM campaigns efficiently and ensure competitive click through rates
- Conduct post and pre campaign analysis for all online activities
- Manage Online branding and sponsorship for new product launch
- Logging and progressing all new leads / potential sales enquiries.
- Managing Website and updating Graphical interface regularly.
- Assisting with campaign building, press releasing & promotional copy production.
- Involved in the online, web and email marketing campaigns.
- Training Marketing stuff in other New Horizons branches
- Promotional and advertising activity.



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