

ALI HADDAD

New Media, Corporate Communications & Relations Leader

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Reem Island, Hydra Avenues, C5 103, Abu Dhabi UAE

PROFILE

Expert in New Media and Corporate Communications, Media Relations, and Marketing Professional with 20+ years of experience across UN organizations, investment banks, media houses, and GCC corporations. Proven expertise in strategic communications, public relations, media management, branding, stakeholder engagement, and event leadership. Strong background working with international organizations, C-suite executives, boards, and government entities. Bilingual in English and Arabic.

CORE COMPETENCIES

- Media Relations & Press Management
- Corporate Communications Strategy
- Public Relations & Reputation Management
- Brand Development & Positioning
- Marketing Strategy & Campaign Management
- Event Management & Protocol
- Crisis Communications
- Stakeholder & Investor Relations
- Leadership & Team Building
- Copywriting & Speech Writing
- TV & Broadcast Media Coordination
- Customer & Staff Experience Excellence

WORK EXPERIENCE

MEDIA CONSULTANT

United Nations Industrial Development Organization (UNIDO)
Investment and Technology Promotion Office – Bahrain

March 2011 – Present

- Lead corporate communications strategy to maximize awareness and outreach for UNIDO initiatives.
- Develop and execute media plans in coordination with advertising agencies.
- Supervise design, production, and branding of corporate materials, annual reports, and publications.
- Manage proactive and reactive public relations activities.
- Coordinate and support conferences, exhibitions, seminars, and international events.

- Oversee production of conference brochures, invitations, and corporate literature.
- Manage Arabic translation of press releases and official documentation.
- Coordinate TV appearances, press interviews, and media briefings for the UNIDO Head.
- Supervise documentary film production and related multimedia projects.

HEAD OF CORPORATE COMMUNICATIONS & MARKETING

Eye on Gulf Company – Bahrain

March 2009 – March 2011

- Strategic Responsibilities
- Designed and implemented annual marketing and business development plans.
- Built and maintained relationships with investors and key stakeholders.
- Represented the company at regional and international forums.
- Managerial Responsibilities
- Led branding, marketing operations, and communications teams.
- Managed marketing budgets and promotional campaigns.
- Oversaw advertising, PR activities, exhibitions, and trade shows.
- Monitored market trends to identify investment opportunities.
- Directed hiring, training, and performance management of staff.
- Embedded customer care and service excellence across operations.

SENIOR PRESENTER AND NEWS CASTER

Bahrain TV (BTV) – Bahrain

June 2007 – March 2008

January 2011 – December 2011

- Manage and operate the company's in-house media studio as a strategic production hub.
- Oversee and define the group's overall media and communication policies.
- Ensure a unified media voice and consistent messaging across all platforms.
- Build, maintain, and strengthen the group's media and brand identity.
- Develop exclusive programs, podcasts, and original media formats.
- Transform the studio into a high-efficiency internal production center.
- Supervise content quality, production standards, and professional compliance.
- Reduce reliance on external production vendors and optimize operational costs.
- Protect and enhance the group's public image and corporate reputation.
- Strengthen the company's media influence and competitive differentiation.
- Lead and coordinate creative, technical, and production teams.
- Ensure studio readiness for campaigns, launches, and media crisis response.

HEAD OF CORPORATE COMMUNICATIONS & MARKETING

ARKAN Company – UAE

March 2008 – March 2009

- Developed and implemented internal and external corporate communication strategies.
- Managed media relations and brand reputation across the ARKAN Group.

- Prepared press releases, speeches, presentations, and reports in Arabic and English.
- Coordinated interviews for Board Members and executive leadership.
- Managed corporate website and intranet platforms.
- Led investor communications, AGM planning, and town hall meetings.
- Designed annual marketing goals, programs, and budgets.
- Ensured global best practices in communications and branding compliance.

PUBLIC RELATIONS & MEDIA RELATIONS OFFICER

Gulf Finance House (GFH) – Islamic Investment Bank, Bahrain

September 2007 – March 2008

- Developed strategic PR frameworks and special initiatives.
- Managed internal and external communications aligned with GFH mission.
- Implemented digital communications, websites, and e-newsletters.
- Coordinated TV interviews and supervised documentary production.
- Delivered high standards of customer and staff communication services.

REPORTER & TEAM LEADER

CNBC Arabia – Bahrain

May 2004 – May 2007

- Covered economic news, conferences, exhibitions, and high-profile events.
- Conducted interviews with senior government and business leaders.
- Coordinated live TV coverage and managed reporting teams.
- Prepared and edited broadcast-ready news reports.

ACCOUNTANT

Tourism Services Company – Bahrain

July 2001 – December 2003

- Managed payroll for 700 employees.
- Handled invoicing, payments, debt collection, and financial records.
- Coordinated procurement and vendor payments.
- Performed daily accounting entries and personnel data analysis.

ACCOUNTANT TRAINEE

BAPCO – Bahrain

March 2001 – April 2001

- Registered invoices and journal entries.
- Assisted with data entry and office automation tasks.

EDUCATION

Delmon University for Science & Technology

2003-2006

BSc in Business Administration

University of Bahrain

1997–2001

Associated Accounting Diploma

Isa Town School, Bahrain

1994–1997

High School Certificate – Literature

Department

LANGUAGES

- Arabic: Native
- English: Fluent

PERSONAL DETAILS

- Marital Status: Married
- Children: 2

REFERENCES

- Head of ITPO Bahrain: Dr. Hashim Hussain
- Mob #: 0097339630272
- Eye on Gulf: CEO
- Mr. Salman Ahmad.
- Mob #: 0097339628800
- Head of HR at ARKAN: Ms. Intisar Abdullah
- Mob #: 00971508116160