

# Rima Mandwee

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**A Director of Communications empowering governments, organizations, and leaders to effectively convey their narratives with audiences worldwide for over a decade.**

Skilled in media, and public affairs, Rima's expertise lies in the science of effective communications: human-centric, integrated storytelling that comes to life through data-informed messaging.

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## **Professional Experience**

### **Director, Strategic Communications | FGS Global Middle East**

Dubai, U.A.E. | June 2023 to present

*Corporate Communications, Government Advisory, Client Account Lead*

- Executing communications strategies, media plans, event press offices, and fully integrated communications approaches for 8 government and corporate entities in the GCC
- Managing 15+ people on integrated strategies across social, digital, data, creative, and translation
- Developing data literacy upskilling across senior management team, setting new business KPIs
- Secured and negotiated new business projects valued at over 2M AED

### **Vice President, Strategic Communications | Teneo Holdings, LLC**

Dubai, U.A.E. | Oct 2022 to April 2023

*Government Communications Strategy & Crisis Advisory*

- Advised UAE President's Protocol & Strategic Narrative Office on communications campaigns, narrative implementation, media engagements, and risk mitigation for domestic and foreign policy

### **Public Affairs Campaign Manager | U.S. Department of State**

Washington, D.C. | March 2021 to July 2022

*Bureau of Global Public Affairs, Office of Global Campaign Strategy*

- Developed and executed 5 global press and digital media campaigns
- Managed dozens of stakeholders across U.S. Embassies, Consulates, and Federal Departments
- Drafted 15+ public remarks and speeches for the Secretary, political leaders, and Ambassadors
- Oversaw the Department's largest-ever paid advertising campaign with 600+ digital ads and 17,000 radio ads in 7 indigenous languages across four countries
- Coordinated world-wide communication rollouts and policy announcements including press briefings, exclusives, interviews, and background briefings

### **Acting Unit Lead, Media & Analytics | U.S. Department of State**

Washington, D.C. | October 2019 to March 2021

*Bureau of Global Public Affairs, Office of Research & Analytics*

- Managed a team of 12 media intelligence analysts covering foreign press coverage
- Aggregated and automated global media trends using social listening data analytics tools, producing a report delivered to the Secretary by 8am daily
- Trained more than 50 Officers worldwide on in-house data analytics and intelligence tools
- Advised more than 15 White House Officials, State Department Assistant Secretaries, Spokespeople, and Senior National Security Council members on data-driven communications tactics

### **Senior Middle East Media Analyst | White House//U.S. Embassy, Jerusalem**

Washington, D.C. | May 2017 to Oct 2019

*Campaign strategist with White House Senior Advisory on Middle East Peace*

- Led Arabic-language analytics on Israeli-Palestinian Affairs portfolio

- Supported more than 10 public engagements and interviews for the Abraham Accords communications campaign
- Conducted qualitative audience research across press, social media, and broadcast, producing over 100 reports to inform the White House communications strategy

### **Director of Web & Blog | Georgetown University**

Washington, D.C. | Aug 2016 to Oct 2017

*Communication, Culture & Technology Peer-Reviewed Journal, gnovis*

- Managed the journal website, including dozens of blogs, marketing for over 100 submissions, and peer-reviewing more than 10 academic research submissions

### **Marketing & Property Manager | Maha Holdings LLC**

Kalamazoo, MI | June 2015 to Oct 2016

*Family-owned business in real estate, restaurant & retail stores*

- Managed and marketed 70+ commercial and residential properties and business accounts
- Weekly CRM for 3 local restaurants and businesses, increasing sales by more than 35%

### **Writing Fellow | DePaul University Center for Writing-based Learning**

Chicago, IL | Sept. 2013 to June 2015

*Tutor & Multilingual Conversational Training Specialist*

- Providing revision-oriented feedback to writers on over 500 pieces of written content, from essays to poetry to resumes and cover letters
- Trained in writing & rhetoric pedagogy, tutoring more than 40 non-native English speakers

## **Education**

**Master of Arts, Georgetown University** | Communication, Culture & Technology

**Bachelor of Arts, DePaul University** | International Studies, Journalism, and Arabic

## **Skills & Expertise**

**Proficient in Arabic language** with a native Iraqi dialect

### **Niche expertise in data literacy for communications and media**

SQL, Python, HTML, data visualization, Google Analytics, media intelligence and social listening tools, CRM, data-informed KPI tracking, computational analysis, API access for data configuration

### **Financial budgeting & bookkeeping**

Projections, bookkeeping, auditing, budget management, resource allocation, paid marketing for more than 8 projects and businesses valued at over \$5M USD

### **Project management platform expertise**

Established several project management platforms and agile project planning for 5 entities

### **Brand management & activation implementation**

Brand development workshops, guidelines, experiential activations, event planning and executions, sponsorship packages, partnership agreements for more than 8 organizations

## **IV. Favorite Experiences & Successful Moments**

### **Georgetown Graduate Student Body President**

And Communications Director from 2016 to 2018, representing thousands of graduate students to University leadership, supporting student unionization, employee pay, and resource access

### **Coordinated a Sesame Street Zoom call with Secretary Blinken, Grover, and Elmo**

Promoting the importance of access to education for refugees worldwide

### **Award-Winning Radio Talk Show Host**

Host of "Scrawl Radio", DePaul University's radio show for the University Center for Writing-based Learning, from 2013 to 2015, recording over 50 episodes and winning Radio DePaul's Best Talk Show Award in 2014

### **Ran a local election campaign in Texas Township, Michigan**

Supported a seat for a trustee with fundraising events and door-to-door canvassing, collecting hundreds of signatures and over 15K USD in campaign financing

### **Planned and executed a menstrual product collection drive**

Partnered with over 15 local and chain pharmacies for drop-off locations donating over 1,000 products to a women's shelter in Kalamazoo, Michigan

### **Practice of Public Diplomacy Panelist at the 2019 International Communication Association**

Presented research titled: "Terrorism is Not a Game: Arabic Language and Audience Data on USG Messaging for Countering Violent Extremism" with a \$50K USD research budget

### **Society of Professional Journalists Member**

Serving as Treasurer for the DePaul University award-winning chapter of the oldest organization representing journalists in the United States from 2013 to 2015

### **Junior League Member**

Volunteered for three years with the non-profit women's philanthropy organization supporting professional development for women in underserved communities in Kalamazoo, Michigan and Washington, DC