



Campaign Middle East 'PR to Watch 2023'

PERSONAL

ADDRESS

Dubai, UAE

BIRTHDATE

11th October 1993

NATIONALITY

British

CONTACT

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[Link to Profile Here](#)

LANGUAGES

ENGLISH

Fluent

ARABIC

Basic Understanding

GERMAN

Basic Understanding

HANAAN AL-KHAMIS

EXPERIENCE

PUBLIC RELATIONS & COMMUNICATIONS MANAGER

Red Havas, Dubai | October 2024 – Present

Dolce & Gabbana Beauty, Jo Malone London and Estee Lauder

- Conceptualisation and implementation of annual brand strategies, integrating localized campaigns, activations, media partnerships and events, ensuring brand growth and achievement of KPIs
- Driving new business growth and agency development through collaboratively building pitch strategies with the leadership team
- Providing mentorship, creative direction and performance guidance to junior team members, across multiple client portfolios

SENIOR PUBLIC RELATIONS & COMMUNICATIONS EXECUTIVE

Red Havas, Dubai | April 2023 – October 2024

Charlotte Tilbury

- Developing a deeper understanding of the guiding industry insights and trends to more efficiently shape brand strategies and campaign development
- Guiding the junior members of the team of Agency processes across Finance, Production and PR best practices
- Leading the strategic development and execution of integrated PR campaigns for regional and global beauty, lifestyle, and consumer brands

PUBLIC RELATIONS & COMMUNICATIONS EXECUTIVE

Red Havas, Dubai | June 2021 – April 2023

Charlotte Tilbury, L'oreal Portfolio: La Roche Posay, Skinceuticals, Cerave, Vichy, Biore, Jergens

- Building and strengthening media and influencer relationships within the PR industry across the region
- Implementing influencer campaigns including influencer casting, negotiations and creative direction for content briefs
- Creative conceptualisation and execution of brand press kits
- Developing event creative concepts and managing event execution, along with guestlist management

PUBLIC RELATIONS & COMMUNICATIONS EXECUTIVE

Damas Jewellery LLC, Dubai | April 2019 – June 2021

SALES SPECIALIST & CLIENTELING AMBASSADOR

Jimmy Choo, Dubai | Nov 2017 – April 2019

EDUCATION

BACHELOR'S DEGREE IN FASHION MANAGEMENT

Robert Gordon University - Aberdeen, Scotland | 2012 – 2016

HNC IN RETAIL MANAGEMENT

Stevenson College - Edinburgh, Scotland | 2011 - 2012