



EMPLOYMENT OPPORTUNITIES

Dear Sir/Madam,

I am writing to outline my extensive experience and successful track record as a Strategic Marketing & Campaigns Manager. I believe, as you review my CV, you will be convinced that I possess the skills, qualifications and vital experience necessary to make a very significant contribution to your organization's Communications and/or Marketing team.

I am an extremely commercially astute and highly motivated Strategic manager. As you will note from my enclosed CV, in my past role I was responsible for leading the development of a unified corporate Communications and Branding Strategy for the Abu Dhabi Education Council. I worked closely with internal and external stakeholders to assess the effectiveness of Marketing and Communications plans, as well as providing leadership for the planning and execution of major Events. I created core content for a wide range of strategic initiatives, and oversaw Communications and Branding with my Events and Media team to ensure the presentation of a cohesive message and style in all corporate communication activities.

In addition to my communications experience, I bring a successful track record as a content creator/marketer. Starting from my experience as a TV News Producer, News Anchor / Journalist, with experience in researching and presenting news items, feature stories and investigative reports. This has given me the opportunity to have built a wide network of contacts throughout local, regional and international media, and can and have leveraged my network to help increase media penetration of marketing campaigns.

I am now looking for a challenging new position. I am confident that my combination of leadership experience in creating cohesive marketing strategies, content management skills and proven ability to lead cross-functional teams, will make me an asset to your Marketing Comms. team..

Please do not hesitate to call me on [0505444014](tel:0505444014) so we can arrange an interview to discuss my application in greater depth. Alternatively, you may contact via email: Khaled.subaihi@gmail.com.

Yours faithfully,

Khaled Hasan AL-Subaihi

CV

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Department Manager/Team Leader

Marketing Designing | Creative Content Production | Events Management | Corp.Comms.

Senior marketing professional and creative content creator with 12 years of experience in managing campaign marketing & event projects across diverse organizations. Seeking challenging senior managerial assignments as a marketer, events project manager and creative content creator, with a reputed organization to utilize acquired skills in accomplishing organizational growth objectives and business targets.

Core Competencies

Strategy Planning	<div style="width: 90%;"></div>
Content Development	<div style="width: 85%;"></div>
Events & Projects Management	<div style="width: 80%;"></div>
Campaign Development	<div style="width: 75%;"></div>
Multimedia & Video Content	<div style="width: 70%;"></div>
Corporate Events	<div style="width: 65%;"></div>
Online Marketing Materials	<div style="width: 60%;"></div>
Business Development	<div style="width: 55%;"></div>
Project Management	<div style="width: 50%;"></div>
Team Leadership	<div style="width: 45%;"></div>

Executive Synopsis

- ▶ Proven expertise in creation and production of content based on the program requirements
- ▶ Skilled in marketing of events and projects based on the collated inputs from client requirements.
- ▶ Adept at planning and managing campaigns to effectively generate brand awareness.
- ▶ Proficient in managing and executing Strategic Marketing & Visual communication strategies for internal and external clients/stakeholders.
- ▶ Prepare and maintain effective internal and external communication including production of corporate videos.
- ▶ Well-versed in design, creation and management of multimedia and video content materials for corporate work requirements.
- ▶ Develop online marketing materials, corporate videos, training videos, interactive course software, animations and audio recordings
- ▶ IT skills include MAC and PC, Avid iNEWS, Avid Xpress, Avid Adrenaline, Final Cut Pro, Adobe Photoshop, Adobe Illustrator, Adobe In-Design, Quark Express, MS Office (Word, Excel, PowerPoint & Access).
- ▶ High mentoring ability with excellent communication and team management skills. Possess an analytical mindset to cater to exigencies

Project Video Reel:

<https://youtu.be/79fIYpge16U>

Major Projects:

- ▶ Promoting Teaching as a Profession in Abu Dhabi: Marketing & Events Campaign management, 2016
- ▶ ADEC Excellence Award: Marketing & Events Management 2015
- ▶ Human Resources: Internal Communications Campaign, 2014
- ▶ Abu Dhabi Reads Events: Marketing & Events Campaign management 2013 – 2015
- ▶ World Robotics Olympiads: Marketing & Events Campaign management 2013
- ▶ National Geographic Documentary, Project/Production Manager 2011 – 2012
- ▶ 'Back to School' Campaign, ADEC : Marketing & Events campaign management 2009
- ▶ Dubai Film Festival, Red Carpet Manager 2007
- ▶ Middle East International Film Festival, Abu Dhabi Authority for Culture & Heritage, 2008 & 2009
- ▶ Roots of Peace Documentary, Producer/Cinematographer- Kabul, Afghanistan 2006

Corporate Experience

SEHA – Abu Dhabi Health Services Co

Events & Partnership

Jan 2020 – Aug 2020

Key Accountabilities:

- ▶ Involved in designing, executing events and partnership plans and proposals for the organization and Health Care Facilities/Hospitals.
- ▶ Develop an event strategy for the organization including event policies, events calendar. Focus on events planning and coordinating for internal and external events/activities
- ▶ Organize meetings, agenda preparation, teleconferences. Lead a portfolio of projects, events and research to foster collaboration with local, regional and international entities

- 🕒 Plan and implement types of corporate events including press conferences, MOU signings ceremonies, training workshops and award ceremonies
- 🕒 Set up partnership with internal communications manager, clients and stakeholders to coordinate plans, logistics and resources to deliver successful events.

Self Employed, Creative Content & Marketing Content Entrepreneur

Entrepreneur

Jan 2018 – present

Key Accountabilities:

- 🕒 Rendered private consultation services encompassing marketing mix & online/offline marketing, branding, creative video content, film and TV services.
- 🕒 Offered consultation on Creative design for a company's social media video content production, for film producers and script writers.
- 🕒 Focused on client management of content supplier accounts to assist the commercial and creative team to deliver cost effective and responsive resources, whether for personnel, services or equipment
- 🕒 Catered to film and video projects for multiple clients. Led a portfolio of projects, events and research to foster collaboration with local, regional and international entities.
- 🕒 Partnered with the organizations clients and stakeholders to coordinate plans, logistics and resources to deliver successful events

TwoFour54-Media Zone Authority

Senior Production Manager, Film & Television Services

Jan 2017 – Dec 2018

Key Accountabilities:

- 🕒 Functioned as Senior Production Manager (Line Manager to team of 8) involved in managing clients and film projects aimed at rendering superior quality service.
- 🕒 Catered to key supplier accounts to assist the commercial and creative team in delivering cost-effective and responsive resources. Worked as single point of contact on designated productions.
- 🕒 Partnered with a team of production managers to organize the business, finance and employment issues in film and television productions.
- 🕒 Managed production budget spending and ensuring that production ran efficiently during filming of major Hollywood and Bollywood film projects. Interacted with the producer and other senior production staff to examine scripts or program ideas.
- 🕒 Prepared and presented shooting schedule and estimate cost & hiring crews and contractors, and negotiating rates of pay.
- 🕒 Negotiated costs and approved the booking of resources, equipment and suppliers and overseeing location bookings and arranging any necessary permissions and risk assessments

Abu Dhabi Education Council

Acting Section Manager, Strategic Communications Section

Jan 2010 – Dec 2016

Key Accountabilities:

- 🕒 Focused on the development of strategic and visual communication strategies, marketing and event plans to support the Council's activities.
- 🕒 Developed core content for various initiatives in coordination with the Events & Marketing Section and Media Section staff to ensure cohesive campaign and event development
- 🕒 Performed sponsorship proposals against key requirements, producing recommendations to assist management in strategic planning processes.
- 🕒 Involved in the development and management of the master calendar for all events, including allocating resources for various event projects
- 🕒 Managed negotiations with vendors for event venues and supplies, as well as coordinating communications with attendees. Planned and executed events, assessed resource requirements and inventories to support the achievement of all program objectives.
- 🕒 Analyzed project requirements and deliverables to ensure the achievement of all objectives, as well as performing post-event reviews to develop recommendations for future process improvements.
- 🕒 Interacted with speakers and sponsors to prepare speaking notes and logistical details, as well as developing sales plans for all events.
- 🕒 Created and implemented branding guidelines, focused on video production and multimedia development, and ensured their application in all marketing and communications collateral.
- 🕒 Planned and managed internal video and multimedia projects in collaboration with Office of Strategic Affairs and other Divisions/sections.
- 🕒 Worked as a key point of contact with external suppliers, including Production Houses, graphic/web designers, publishers, photographers, distributors and translators.
- 🕒 Coordinated with the procurement performance team to develop and implement Multimedia vendor performance guidelines. Managed the development of video, audio, multimedia projects, ensuring alignment with organisational strategic plan, quality standards and Brand Identity.

Television & Journalism Experience

Emirates News (English) / Dubai One Television, Dubai, UAE

Jan 2005 - Dec 2009

News Anchor

Television News Writer / Reporter (English) /Producer

Promotion Producer (Arabic TV)

Key Accountabilities:

As News Anchor

- Ensured an engaging and effective on-air news coverage utilizing excellent judgement and comprehensive knowledge of local and international current events and issues. Worked with the anchor team involved in preparing and presenting scheduled material and special reports.
- Developed and presented story ideas for 'on air', pre-recorded and live pieces, identifying potential interviewees, conducting pre-interviews, briefings and preparing interview questions
- Partnered with the editorial managers and staff to coordinate list planning, plate estimates and schedules in compliance with editorial standards and production processes.

As Television News Writer / Reporter (English) /Producer

- Developed and presented story/feature ideas pitches, researching leads from public sources, news agencies and press conferences.
- Conducted in-depth investigative research and fact checking to follow-up on assigned stories and features, organising information to create cohesive segments within prescribed editorial style and format standards

As Promotion Producer (Dubai Sports TV/ Dubai One TV)

- Spearheaded the development of on-air marketing and promotions, developing creative concepts, scripting and storyboards for pitches and presentations for marketing campaigns, as well as station and program promotion and station IDs
- Coordinated with TV studios to create pre and post production schedules, including coordinating the selection and allocation of appropriate resources and materials for on-air and non-broadcast marketing activities
- Focused on the production of live and recorded events for news and broadcast outlets, working closely with production staff to coordinate camera work, lighting design and sound recording, as well as post-production editing.

Education

- B Sc. (Multimedia Design), American University of Sharjah, Sharjah, UAE 2005
- Diploma - Digital Marketing Professional, DM Arts Academy 2018

Personal Details

- Date of Birth: 17 Dec 1977
- Nationality: Emirati
- Languages Known: English and Arabic
- UAE ID No.: 784-1977-7973903-2
- Address: Khalifa City, Abu Dhabi, UAE