



MALICAH EISSA

Contact

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Education

05/2022 - 01/2024

Master of Science
Psychology and Neuroscience
King's College London - UK

09/2008 - 05/2010

Master of Business Administration
Marketing
American University of Dubai - Dubai, UAE

01/2003 - 05/2007

Bachelor of Business Administration
Marketing
American University in Cairo - Cairo, Egypt

Certifications and Licenses

CDA Licensed Psychologist

Somatic EMDR Certification
Embody Lab
2025

Certificate Program Traumatic Studies
Trauma Research Foundation
2025

Certificate Clinical Trauma Specialist- CCTS-I
Trauma Institute International
2024

Professional summary

Integrative Psychotherapist with a focus on holistic client well-being. Create tailored therapy plans, using integrated therapeutic and somatic approaches to meet the unique needs of each client. With deep respect for each client's unique journey, the main goal is to foster a safe, supportive space where individuals can discover their inner resources, empowering them toward healing and growth.

Experience

Integrative Psychotherapist - CHMC

UAE | 09/2025 - present

- Conduct comprehensive assessments to identify client needs and establish therapeutic goals.
- Develop and implement personalized treatment plans to support client mental health and wellbeing.
- Utilized evidence-based therapeutic techniques, and trauma-informed and somatic practices to create safe, supportive environments for client healing and growth.
- Collaborate with medical staff and other professionals to ensure comprehensive patient care and effective treatment coordination.

Group Workshop Mentor - Sakina Rehabilitation

UAE | 04/2024 - present

- Developed 10-week Acceptance and Commitment Therapy intervention program, integrated into the wider Sakina model
- Facilitate group workshops by guiding discussions and skill building.
- Develop interactive workshop material that address learner needs and objectives.
- Collaborate with colleagues to enhance workshop curriculum and ensure consistency.
- Assess participant feedback to identify areas for improvement in workshop delivery.

Interpreter - Early Light Foundation

UK | 10/2023 - present

- Provide interpretation for advanced psychotherapy training, group workshops and one-one sessions.
- Operational support.

Cultural Consultant - Freelance

UK | 02/2017 - 12/2023

- Reviewed and critiqued marketing and advertising campaigns for global brands operating/launching within the GCC and MENA region.
- Provided cultural research, insight, feedback and strategy for communication and consumer engagement.
- Provided interpretation, translation and cultural awareness.
- Reported specific and concrete tactical and strategic ways to bridge cultural differences and improve engagement.

**Cognitive Behavioral Therapy
CBT- Depression, Grieving &
Loss Diploma Level 7-**
NCIP|NRPC|APHP
Transformations Institute
2023

STOTT Pilates Certification
Full Apparatus 2016

**Mindfulness Based Stress
Reduction 2016**

Head of Marketing & Creative Content - Kidzapp

UAE | 02/2018 - 12/2019

- Developed strategic and tactical marketing plans as well as brand personality. Including product description, ad copy, blogs, newsletters and video scripting.
- Directed and managed social media engagement strategies.
- Led campaign development and strategies for targeted audiences, key messages and call to action.
- Managed application and website development and developed content.

Level 1&2 STOTT Pilates & Barre Instructor - Real Pilates, Piloga, Motion Fitness, Zen Yoga

UAE | 03/2016 - 06/2019

- Group and private classes.
- Developed and taught first Junior Pilates Program in the region for kids and teens.
- Prescribed rehabilitative techniques to clients.
- Goal-setting, customized programming, post/pre-natal instruction, chronic joint ailments and post-operative clients.
- Postural analysis.

Market Research and Business Development Consultant - Freelance

UAE/Oman | 01/2014 - 09/2016

- Worked closely with marketing, sales, and products management teams to achieve established sales goals and implement business development initiatives to maximize and grow network and increase revenue.
- Executed market analysis, profiling, and expansion strategies responsibilities. Digitized client database, developed feedback and assessment process.
- Led development of new business opportunities to support overall growth strategy.
- Trained sales representatives and managed client relationships.

Marketing Specialist - Grant Thornton

UAE/Egypt | 05/2006 - 05/2008

- Executed industry analysis and market research.
- Developed prospecting techniques, gathering data on target markets and campaign performance.
- Collaborated with cross-functional teams and key stakeholders on marketing project timelines and deliverables.
- Assisted in the execution of strategic marketing plans designed to drive growth and retention and overall revenue for the business in alignment with business vision.

Skills

Parts Therapy
CBT
EMDR
Somatic Practice
Mindfulness Techniques
Play Therapy

Cultural Competence
Trauma-informed Care
Treatment Planning
Group Facilitation
Content Creation
Budgeting

Languages

English

Native

Arabic

Fluent