



Qais Ramadan

Media, Marketing Expert
And Business Development

Contact

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Additional Information

PERSONAL DETAILS,
Nationality Jordan Marital
Status, Driving License Valid
UAE Driving License Visa
Status Resident

I present in my CV the period of my professional life in which my experiences and skills influenced a diverse range of fields. Throughout my long career path with extensive experience exceeding 18 years in business development, modern media, and digital marketing, my passion and commitment to innovation have led to tangible successes in turning opportunities into concrete realities.

Through this resume, I aim to provide an in depth look into my experience and achievements in several core professional domains:

Media Scope

I have always carried the flag of creativity and innovation. I succeeded in enhancing content quality and increasing engagement through the development of distinctive media projects. This ongoing effort in developing engaging and innovative content drove me forward in the world of media evolution and technological innovation. Through my experience in modernizing and creating media projects, I elevated the quality and appeal of content to new heights. I have always been at the forefront of media and digital marketing developments, shedding light on creativity through the development of exceptional media projects that meet audience expectations and interact with them effectively.

Business Development Scope

My experience in leading business development and strategic implementation processes has contributed to expanding business activities and achieving sustainable growth. Whether in the public or private sector, I have consistently analyzed the market meticulously to identify opportunities and make strategic decisions that boosted revenues and built the reputation of successful organizations. My mission has always been to achieve growth and enhance the overall performance of institutions. I have excelled in leading improvement and development strategies, resulting in goal achievement, revenue increase, and market presence expansion, thanks to meticulous market analysis and critical strategic decision making.

Digital Marketing and Digital Media Management Scope

My passion for technology and strategy has guided me in steering successful campaigns and achieving powerful results. I have always stayed on top of developments in the digital marketing world, utilizing my analytical and detail oriented skills. I integrated modern media with digital marketing to achieve tangible successes in brand awareness and increased engagement on social media platforms. My strategic and analytical techniques have paved the way for tangible success stories for various global organizations.

Skills

Digital Marketing Management

Digital Marketing Expert Advertising

Marketing Research and Development

Brand Management Positioning

Relationship Building SEO

Industry Insights Campaign Planning

Data Analysis Budget Management

Media relations Growth Strategies

Market Research Client Management

Project Management

SOFT SKILLS

Communication Interpersonal

Negotiation Attention to Details

Creative Public Speaking

Digital Content Management

Additional Skills

Beyond my professional experiences, my unique skills in communication, networking, and relationship building have extended on both local and international levels. My comprehensive knowledge of photography tools and proficiency in design and content production software have made me a versatile artist, manifesting my creativity in numerous diverse and innovative projects. These skills have empowered me to transform ideas into tangible realities. My experience in organizing and directing content creation, from design to production, and my ability to design and deliver training programs and organize administrative activities have enabled me to embody the team spirit, drive work towards achieving its maximum potential, and develop the skills of work teams.

Furthermore, enhancing my leadership and adaptability abilities is the core of my experience. It involves motivating and inspiring work teams to achieve common goals, as demonstrated by my successful experiences in directing strategic initiatives and confidently handling market shifts.

Special Honours

Throughout my diverse career, I have had the opportunity to participate in projects and activities distinguished by excellence and creativity. My efforts and contributions have been honored on several professional occasions, including:

- Excellence in Service Award - Presented by His Highness the Minister of Interior.
- Operation Decisive Storm Shield - War Correspondent - Yemen.
- Special Recognition from Brigadier General Nasser Al-Naimi - For my role as a member of the Organizational Structure Change Committee at the Ministry of Interior in 2011.
- Special Recognition from the Ministry of Interior - Administrative Member for the event (Ministry of Interior Village).

Private Ventures

- Trainer in various fields: (Media Content Production, Social Media Content Management, Photography and Image Processing, Professional TV Photography, Directing, Dubbing and Voiceover, Innovative Media and Advertising Content Production and Design, Comprehensive Journalism, Modern Trends in Digital Media, Art of Lighting in Photography, Mobile Film Production, Marketing, Digital Marketing).
- Chairman of the Board of Directors "Media Youth Forum" - Jordan.
- Produced 9 programs for Ahl Al-Dar Channel (Thirty episodes for each program).
- Managed and produced the program "Thabthabat" with Dr. Aisha Al-Thaheri.

Media Related Software’s

Production Scheduling

Media Strategy planning

Creative mindset

Media plan presentations

Journalism

- Administrative Member of the International Friendship Organization - Sweden.
- Media Consultant and Visual Advertising Content Management for international brands: (Emmanuel Jean - France, Mauboussin - France, Frank Olivier - France).
- Management of Heritage and Cultural Festivals in Abu Dhabi (Liwa Date Festival, Al Dhafra Camel Mazayna).
- Production of specialized social media content.
- Production of short films for social media.
- Public Prosecution in Abu Dhabi (Voiceover for social media content) in collaboration with the Vision of the UAE Foundation.
- Abu Dhabi Police General Headquarters (Special Media Projects) - Strategic Department.

Work History

Languages

Arabic

Advanced

English

Advanced

2020-02 -
2023-02

Digital Marketing and Media Coordinator

Khawla Foundation, Abu Dhabi

- Developing and executing media plans.
- Media coordination.
- Managing media content (from design to publication).
- Creating special content for dignitaries and sheikhs.
- Monitoring content before and after publication.
- Creating innovative projects specializing in development the programs and goals for the foundation.
- Leading special projects for the foundation.
- Organizing and directing content creation from design to production.
- Developing and implementing public relations and media relations strategies.
- Planning and executing events and sponsorships to enhance brand visibility and engagement.
- Collaborating with creative teams to develop and execute advertising campaigns.
- Monitoring campaign performance, analyzing it, and providing improvement recommendations.
- Writing media content.
- Monitoring the crafting of written content.
- Conducting media and press interviews.
- Creating special visual reports.
- Administrative organizer for festivals and events organized by the foundation.
- Training in (film production - photography - design).

2021-09 -
2022-09

General Secretary

International Center for Media and Sustainable
Development

- Developing and nurturing positive relationships with key stakeholders, including government agencies, media, and partners.
- Coordinating and supervising programs, projects, and initiatives.
- Providing leadership and guidance to the Board of Directors and committees.
- Developing and implementing policies and procedures.
- Representing the organization and conveying its message and goals to stakeholders.
- Managing and supervising employees, including task allocation and performance monitoring.
- Overseeing the development of partnerships with other organizations, academic institutions, and media to promote sustainable development.
- Planning and executing events and initiatives to raise awareness of the organization's work and engage stakeholders.
- Staying informed about industry trends and developments to ensure the organization stays at the forefront of innovation and best practices.

2016-08 -
2021-01

Comprehensive Journalist

National Media Council, Emirates New Agency, Abu
Dhabi

- A versatile multi tasking journalist (photography - editing - report production - voice commentary).
- War correspondent - Yemen.
- Creating exclusive reports for the agency.
- Conducting recorded television interviews.
- Media participation in local and international coverage and events.

2013-01 -
2016-05

Digital Marketing and Media Consultant

Media Consultancy, BSD, Paris

- Providing strategic advice on public relations and content creation.
- Evaluating current media strategies and identifying areas for improvement.
- Conducting industry research and competitive media strategies to develop innovative solutions for clients.
- Collaborating with clients to develop and execute comprehensive media plans that meet their goals.
- Securing media placements for clients, including print, television, and electronic media.
- Monitoring media for relevant coverage of clients and responding to any mentioned information.
- Staying abreast of industry trends and developments to ensure clients are well positioned in the media landscape.
- Managing projects and working with other professionals to ensure efficient and high quality execution.
- Increasing brand awareness by creating exclusive media content.
- Leading the implementation of best practices to support customer satisfaction initiatives.

2006-05 -
2012-12

Public Relation

Ministry Of Interior – Abu Dhabi

- Building and maintaining positive relationships with local, national, and international media outlets to secure favorable coverage of the ministry's activities and initiatives.
- Planning and executing media events to increase brand awareness and stimulate demand for the ministry's programs and services.
- Conducting comprehensive research to gather information and support media coverage of the ministry's activities.
- Collaborating with journalists to ensure positive coverage of the ministry's events and initiatives.
- Ensuring that all media materials produced for informational purposes are well written, properly formatted, and compliant with standards and regulations.

- Complete quality assurance tests to ensure all materials are accurate, effective and easy to use.
- Overseeing projects and collaborating with other professionals to ensure the efficient and effective implementation of plans.
- Staying abreast of industry trends and developments in the media sector to ensure the ministry remains well positioned in the media landscape.
- Supervising the updating and development of the Ministry of Interior Services website across all departments.

2001-02 -
2005-04

Marketing Coordinator

RAK Business Services, Ras Al Khaimah

- Tracking and reporting on campaign responses.
- Enhancing brand awareness with the target customer demographic through social, print, and email campaigns.
- Writing daily posts for social media and helped build the company's presence on Twitter, Facebook, and Instagram.
- Responding to general inquiries for the marketing department via email and phone.
- Developing and monitoring performance indicators to measure the results of marketing campaigns.
- Researching, monitoring, and analyzing market trends, customer insights, and competitors to leverage resources and exercise strategic decisions.

Combining strategic and creative strengths, and with my presence as an inspiring and adaptable leader, my resume stands as a clear witness to my professional journey and accomplishments. I eagerly look forward to new challenges that allow me to make positive and sustainable contributions in multiple fields.

Education

2000-02 -
2004-10

Bachelor of Science: Business Information Systems

Ettihad University - United Arab Emirates