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# Rabab Ahmed

## Mass Communication Specialist

### Profile Summary

Hardworking, mission-oriented mass communications specialists with experience in public affairs and visual information specialists who can write and produce print and broadcast news stories and reports for all types of audiences. With your exceptional ability to facilitate all aspects of internal and external communications, I will support day-to-day administrative, financial and operational functions by working with senior management. Proven talent capable of combining business objectives with deep management knowledge to achieve maximum operational impact, save time and increase efficiency.

### Education

2016	<b>Bachelor in Public Relations Strategies</b> Canadian University of Dubai	Dubai, UAE
2008	<b>High Secondary School – Arts</b> Al Sufooh Girls School	Dubai, UAE

### Languages & Skills

Arabic	English
Attention to Details	Communication
Work Under Pressure	Positive Attitudes
Task & Time Management	Decision Making
Flexibility & Adaptability	Data Analytical
Problems Resolution	Self Motivated
Negotiations	Crisis Management
Conflict Management	Designing
Arabic & English Keyboard Typing	Press Release Writing
Leadership & Supervisory	Teamwork
Microsoft Office	Internet & Social Media Management

### Work Experiences

2012 2020	<b>Junior Mass Communication</b> <ul style="list-style-type: none"><li>EXPO 2020.</li><li>Dubai Police Station.</li><li>Dubai Media Office.</li><li>Ministry of Human Resources &amp; Emiratization.</li><li>Dubai Police, Drug Enforcement Department.</li><li>Arab Bank.</li><li>Ministry of Social Affairs.</li></ul>
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### Tasks to be Handled

- Develop, write and edit marketing and communications materials, including press releases, blog posts and social media content
- Promote communications and marketing materials through appropriate social channels
- Track analytics and create reports detailing successes and failures of communications campaigns
- Ensure that all communications and marketing material aligns with brand standards
- Maintain digital media archives including photos and videos
- Work with communications team members to conceptualize and implement communications strategies and campaigns
- Respond to media inquiries and perform media outreach to achieve brand placement in publications
- Develop escalation protocols for managing communication crises, should they arise

### Most Proud Of

- Physical Organization**  
Creative Thinking, Effectiveness, Productivity.
- Planning**  
Analyzing Issues, Decision Making, Project Management, Strategic Planning.
- Teamwork**  
Collaboration, Delegation, Goal Setting, Group Leadership.
- Abroad Assistant**  
Multi-Tasking, Meetings, Assistant.

### My Times & Hobbies

