



Single U.A.E

Dubai

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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

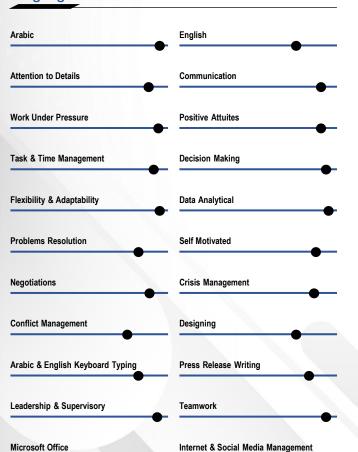
Bachelor in Public Relations Strategies

Canadian University of Dubai Dubai, UAE

2008 High Secondary School – Arts

Al Sufooh Girls School Dubai, UAE

Languages & Skills



Work Experiences

2012 2020

Junior Mass Communication

- FXPO 2020
- Dubai Police Station.
- · Dubai Media Office.
- Ministry of Human Resources & Emiratization.
- · Dubai Police, Drug Enforcement Department.
- Arab Bank.
- Ministry of Social Affairs.

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

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Physical Organization

Creative Thinking, Effectiveness, Productivity.



Planning Analyzing Issues, Decision Making, Project Management, Strategic Planning.

Teamwork



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Collaboration, Delegation, Goal Setting, Group Leadership.



Abroad Assistant

Multi-Tasking, Meetings, Assistant.

My Times & Hobbies

