

# Ziad Tariq Al Hdaithat

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Date of birth: 22.01.1981 • Nationality: Jordanian



## Marketing Communication & Public Relations

As a Marketing Communication and Public Relations expert, I have a proven track record of delivering impactful results for renowned brands in Saudi Arabia. My extensive experience spans both B2B and B2C campaigns, where I have spearheaded successful campaigns and crafted effective communication strategies. With a creative and strategic mindset, I bring solid expertise across various industries including retail, real estate, agriculture, hospitality, healthcare, banking, and telecommunications.

## Education

Al-Zaytoonah University of Jordan, Amman • **Bachelor of Marketing Degree**

## Areas Of Expertise

- Marketing and Public Relations Initiatives
- Strategic Plan Development
- Crisis Communication Strategies
- Partnership and Affiliate Marketing Strategies
- Sponsorship Coordination
- Reputation Building and Management
- Event Coordination and Management
- Corporate Social Responsibility CSR Programs
- Internal Communication Strategies
- Media Strategy and Planning
- Copywriting and Editorial Proofreading
- Social Media Management and Marketing
- Video and Photography Production
- Budget Development and Management

## Professional Experiences

### Entrepreneur, E-Commerce Business

2018 – 2023

- Lead and managed my own business venture as a dynamic and driven self-employed entrepreneur. As a self-starter with a passion for innovation and growth, I saw the chance to create and execute my vision, build a successful enterprise, and make a meaningful impact in my chosen industry as incredibly exciting and fulfilling.

### Group Assistant Communication Manager

2016 – 2017

Accor, Makkah

- Developed and executed comprehensive communication strategies to effectively convey the organization's key messages to the stakeholders.
- Oversaw all aspects of internal and external communication, including media relations, public relations, corporate communication, and employee communication.
- Managed a team of communication professionals, providing guidance and support to ensure alignment with organizational goals and objectives.
- Creation of communication materials, including press releases, newsletters, speeches, presentations, and social media content.

### Public Relations Consultant

2015 – 2016

ASDA'A Burson-Marsteller, Riyadh

- Lead the development and execution of comprehensive PR strategies to enhance brand visibility and reputation.
- Cultivate and maintain relationships with media outlets, journalists, influencers, and industry stakeholders to secure positive media coverage and maximize exposure.
- Oversee the planning and execution of press events, product launches, and corporate announcements to generate buzz and drive engagement.
- Manage crisis communication efforts, including developing crisis communication plans, responding to media inquiries, and modifying negative publicity.

## Senior Account Manager

2015 – 2015

Faden Communication, Jeddah

- Develop and deliver presentations, proposals, and pitches to potential clients and partners to showcase the agency's value proposition and secure new business opportunities.
- Developed and implemented strategic PR campaigns to promote brand awareness and drive customer engagement.
- Managed media relations activities, including pitching stories, coordinating interviews, and securing media placements in top-tier publications.

## Associate Manager

2013 – 2014

GolinHarris, Jeddah

- Develop and implement comprehensive marketing communication strategies to effectively promote the organization's products or services and achieve communication objectives.
- Oversee all aspects of marketing communication activities, including advertising, branding, public relations, and social media, to ensure consistency and alignment with brand messaging.
- Manage the creation and distribution of marketing communication materials, such as advertisements, brochures, sales collateral, press releases, and digital content, to reach target audiences and drive engagement.
- Plan and execute marketing events, trade shows, and promotional activities to enhance brand visibility and generate leads.

## Account Manager

2010 – 2013

MPR PR & Marketing Communication, Riyadh

- Assisted in the development and implementation of PR strategies to support product launches, events, and corporate initiatives.
- Drafted press releases, blog posts, and social media content to communicate key messages and company news.
- Managed social media platforms and online communities to engage with customers and enhance brand reputation.
- Conducted market research and competitor analysis to identify PR opportunities and trends.

## Officer

2000 – 2008

Royal Jordanian, Amman

- Ensure compliance with airline policies, procedures, and regulations to maintain safe and efficient operations.
- Coordinate with airport authorities, customs, immigration, and security personnel to ensure compliance with all regulatory requirements.

## Certifications

- **Foundation in Public Relations**, Pinnacle Public Relations Training, Dubai.
- **Public Relations Skills**, Prince Ahmed bin Salman Applied Media Academy, Riyadh.
- **Public Relations Strategies**, Pioneers Academy – Amman.
- **Advanced Social Media Strategies**, Reach 2.0 – Amman.
- **Sales Development**, Alliance Human Performance Development.
- **Training Diploma in Digital Marketing**, Shaw Academy.
- **Content Strategy for Professionals: Engaging Audiences**, Northwestern University.
- **Leadership Communication for Maximum Impact: Storytelling**, Northwestern University.
- **Press Editing**, Jordan News Agency (Petra), Amman.
- **Advanced Google Analytics**, Google Analytics Academy.
- **Certified Public Relations Manager**, American Institute for Business Management & Communication.
- **Diploma in Media**, Middle East University, Jordan, Amman.
- **Digital Marketing**, Roya Academy, Jordan, Amman.

## Skills

- Creativity: The ability to think outside the box
- Resilience: Capacity to bounce back from setbacks
- Adaptability: Ability to adapt to changing market conditions.
- Problem solving: Develop practical solutions.
- Decision-making: Based on analysis critical thinking
- Cross-functional Collaboration: Ability to collaborate with different teams.
- Networking: Building relationships with stakeholders.
- Strong communication skills.
- Financial literacy: Understanding of financial concepts and budgeting.
- Time management: Ability to prioritize tasks.
- Analytical Skills: Understanding of marketing analytics.

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