

# MOHANAD ALBANNA



## COMMUNICATIONS SPECIALIST

*Dubai, AE*  
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*058-518-2180*

### SUMMARY

Results-oriented communications specialist with a proven track record of developing and implementing strategic communication initiatives. Expertise in crafting impactful messaging, managing media relations, and driving brand awareness. Skilled in building and nurturing relationships with key stakeholders to achieve organizational goals. Committed to delivering high-quality communications solutions in fast-paced environments.

## WORK EXPERIENCE

### Communications Specialist | Motivate Media Group | AE | 2023 - 2024

- Develop strategies aligned with corporate goals, driving a 25% increase in media mentions
- Spearheaded internal communication initiatives, boosting engagement and reducing turnover by 15%
- Coordinated high-profile press conferences and media interviews
- Negotiated with media outlets for better rates/placements, reducing advertising costs by 20%

### Social Media Executive | Katch International | AE | 2022 - 2023

- Managed the company's social media platforms, growing the follower base by 30% and increasing engagement by 40%
- Developed and executed integrated communication plans to promote product launches and corporate initiatives
- Created and edited engaging content, including articles, blog posts, and promotional materials

### Public Relations Coordinator | Gambit Communications | AE | 2020 - 2022

- Spearheaded PR activities, increasing brand awareness by 20%
- Conducted competitor analysis to track coverage and identify opportunities
- Executed marketing campaigns across technology, fashion, and hospitality industries for clients
- Utilized Google Analytics to help create monthly digital reports

## EDUCATION

**Bachelor of Arts  
Media & Communication**  
University of Wollongong | AE | 2020

**Professional Pâtissier  
Diploma**

ICCA Dubai | AE | 2019

## STRENGTHS

*Strategic Communications*  
*Multimedia Storytelling*  
*Event Logistics*  
*Trend Analytics*

## SKILLS

**Public Relations** (Media Outreach– Press Releases–Media Relations– Corporate Events)



**Marketing Communications** (Integrated Marketing–Social Media Management)



**Proficiencies** (Corporate Communications–Event Coordination)



## TECHNICAL AND INTERPERSONAL SKILLS

Written and Verbal Communication



Public Relations Strategy Development



Content Creation and Editing



Market Research and Analysis

