

HUSSEIN MOHAMMED ABDI



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Date of Birth: November 4th, 1992

Nationality: Somali

Professional Summary

An innovative and self-motivated **Communication and Public Relations Specialist** with strong technical and problem-solving skills, including the ability to work efficiently in a fast-paced, team oriented environment. Able to tackle matters head-on in high pressure and time-sensitive setting, all to deliver quality service to both external and internal clients.

Work Experience

Public Relation/Communication Associate March 2019 to May 2020

Finsbury MENA (Full-time) – Dubai

- Develop & conceptualize press releases, op-eds, key messages, talking points, as well as other PR formats including:
 - Speeches & addresses for events/conferences
 - Updating website content (English & Arabic)
 - Establish corporate messaging and highlights
 - Create marketing material (pamphlets/brochures/manuals/etc.)
- Supporting the conception, preparation, delivery and follow up of events, including press conferences, announcements, media/influencer briefings & launch events
- Assist in researching and responding to RFPs for new business proposals
- Day-to-day support on communication with all clients, in addition to building rapport & credibility during client meetings
- Leverage traditional, digital & social media, to develop strategic PR solutions for clients
- Establishing & maintaining effective relationships with journalists, and maintain a media database
- Craft outreach strategies, creating multiple press angles for different press demographics
- Monitor international, regional & brand landscapes for potential issues
- Conduct online research, metric reports, & stakeholder mapping

Public Relation/Communication Associate September 2018 to January 2019

Weber Shandwick MENA (Internship) – Abu Dhabi

- Assist in developing strategic plans for new businesses (social and traditional)
- Generating weekly/monthly content for social media (LinkedIn, Facebook & Twitter)

- Market research and analysis reports (monthly & annuals)
- Media coverage reports
- Media relations (follow-up calls, media invites)
- Media monitoring techniques
- Compiling newsflashes
- On-ground coverage for social media content mining
- Creating press releases

Customer Service Representative January 2013 to January 2015

Vibes Entertainment Agency (Part-time) – Abu Dhabi

- Provide customer service to guests including:
 - Ticketing resolution/operation (**Abu Dhabi Formula 1 Grand Prix, Ticketmaster , Live Nation**)
 - Guest registration (**ADIHEX, WEFES , Abu Dhabi Science Festival, Najah, IDEX, IRENA**)
- Manage guest problems
- Assist in developing customer service satisfaction surveys for ADIHEX
- Ensure that both the office manager and reception supervisors are kept fully aware of any relevant feedback from guests and, or, other departments

Press Assistant 2009 to 2009

Abu Dhabi Film Commission (Internship) – Abu Dhabi

- Assist with media relations in communicating with governmental and/or other associate entities to facilitate passes and badges for said entities.
- Prepare press releases, client files, presentations, scheduling and monitoring relevant media coverages for media communications.
- Assist with preparing press kits and fielding phone calls from both media and other associates

Education

Sept 2014 – Dec 2018

Abu Dhabi University : Bachelor's of Mass Media Communications, Abu Dhabi
2012

Accomplishments

- Obtained a certificate of achievement for my academic excellence in English from Ministry of Education (2009)
- Obtained a certificate of appreciation on volunteering at the Red Crescent Society (2008 - 2009).
- Obtained a certificate of appreciation volunteering at Terry Fox Cancer Marathon Abu Dhabi in the years 2008/2009/2010.

- Obtained a certificate of appreciation on volunteering for Abu Dhabi Film Festival as a Media Assistant and Volunteers Supervisor from 2009 to 2015.

Skills

Languages: Fluent in both English and Arabic (verbal and written)

Computer Skills: Proficient in Microsoft Office (Word, PowerPoint, Excel and Outlook)

Research and Analytics: Proficient in Major Research/Analytic tools