



Hafsal Ahmed

Profile

Media plays a critical role in the growth of any corporate entity. I have been working in various capacities in the Media field in the UAE for over 10 years now. My experience and people skills have enabled me to build strong relationships with a wide variety of contacts across the media fraternity. A Commerce graduate, I also hold photography proficiency certificate and a valid UAE Driving License.

Academic Background

Bachelor of Commerce

2010- 2013 Dr. CV Raman University,

Secondary School

2009 – 2010 – Capital Education Institute,
Abu Dhabi

Career Snapshot

**Media Associate, UAE Exchange Center LLC,
Abu Dhabi – 2016 - Present**

Responsibilities

- 1- Cultivate relationships in broadcast, print, and online media (local, regional and international) that result in exceptional media coverage.
- 2- Implement strategic plan for increasing awareness activities across a range of media outlets.
- 3- Distribution of press releases as per the plan and to the right audience.
- 4- Explore various advertising opportunities for the brand

5- Manage interview requests from the media

6 - Administer and implement all Communications efforts in media relations, event management, promotion activities, internet, and publications

7- Generate innovative Marketing Communications ideas

8- Manage print, audiovisual, and online “monitoring services” to ensure coverage activities is tracked, recorded, and archived

9- Assume related miscellaneous duties as assigned

Competencies

- 1- Ability to understand wide-range of activities, and to promote and market those activities to global audiences.
- 2- Ability to represent and communicate brand’s mission to outside forums, including media.
- 3- Understanding of a wide range of marketing and communication media, including print, video, web, and social media.
- 4- Self-motivated and deadline oriented, strong organizational skills and ability to prioritize.
- 5- Strong team and interpersonal skills
- 6- Ability to work as part of a team with minimum supervision

IT Skills

MS Word, MS Excel, PowerPoint, Photoshop, and internet for research and official communications.

Other Work Experiences

Associated Press

Worked as a Freelance Photographer for Associate Press News Agency

Online reference below.

<http://www.apimages.com/Search?query=abu+dhabi+cricket+hafsal>

Clifton Media Advertising (Amrita TV)

Worked as Production controller and staff coordinator. And office administration work of the company.

Middle East Chandrika Daily

Worked as a Photo-journalist in Middle East Chandrika Malayalam daily in Abu Dhabi region.

Darshana TV

Worked as a Cameraman and Journalist in Darshana Middle East Channel based in India.

Fortune Gifts Advertising

Worked as a Marketing assistant of Corporate Gift products.

Moon Signs Advertising

Worked as Sales coordinator for the advertising company.

About Me

Date of Birth – 02 05 1987

Gender – Male

Birth Place – Kerala, India

 +971 55 8381839

 +971 56 6248972

 Khalidiya

Abu Dhabi

UAE

 hafsalahmed@gmail.com

Languages

- English
- Hindi
- Malayalam
- Tamil



Holding Valid UAE Driving License

Interests



Reference:

Mr. Moideen Koya
Director, Media Relations
UAE Exchange Center
+97150 6217141

Mr. Manikandan
Manager, Media Relations
UAE Exchange Center
+971 55 1006346