



# 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

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 Khalidiya

Abu Dhabi

UAE

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## **Languages**

- English
- Hindi
- Malayalam
- Tamil



**Holding Valid UAE Driving License**

## **Interests**



## **Reference:**

Mr. Moideen Koya  
Director, Media Relations  
UAE Exchange Center  
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Mr. Manikandan  
Manager, Media Relations  
UAE Exchange Center  
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