

Shereen Qardan

Marketing Communications

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- Proactive and curious, continuously expanding skills in an increasingly digitized world, where "digital" itself shifts to "analogue" upon the rise of Artificial Intelligence.
- An entrepreneurial mindset reflected in **establishing a startup** in the UAE, offering an app that integrated an entertainment database with a social network.
- Winner of an investment-partnership of **100,000 USD** from **Yas Island**, Abu Dhabi.
- **Author** of a humor-intended dictionary about Jordanian terms, which was sold in seven outlets including **Virgin Mega Store**.
- A Strategic and Creative professional with extensive experience spanning omni-channel communications on the client and agency sides, as well as the public, private, and startup sectors.
- Experience working with VVIPs, including **HH the Ruler of Sharjah, HH the Crown Prince of Sharjah**, and renowned radio presenter **Kris Fade**.
- Worked with international media entities, including **National Geographic Traveller** and **Agence France Presse-France**, in addition to premium brands, including **Bulgari, Balfego, Burj Al Arab** and **Atlantis**.

PROFESSIONAL EXPERIENCE

Communications Manager – POTECH, Beirut - Sep 2022- present

A group of 7 companies specializing in cybersecurity with presence in the UAE, Saudi Arabia, Cyprus, Lebanon, France and Australia.

- Formulating and executing integrated marketing communications for the group, its services and SaaS products.
- Identifying and proposing a new service line targeting the IoT market by repurposing an existing core offering.
- Conducting market research for Saudi Arabia which has over 1 million SME's and recommending the bundling of products (or specific modules in these products) and services that cater to the specific needs of this market.
- Collaborating in evaluating and selecting a PR firm to increase Potech's visibility in the MENA region and position it as a cybersecurity leader, especially by leveraging the company's academic reputation for maximum impact.
- Strategizing and executing LinkedIn lead-generation campaigns resulting in a substantial influx of high-quality leads for the company.
- Fine-tuning online ad targeting options based on performance metrics and analytics to optimize campaign ROI.
- Leveraging organic LinkedIn page analytics to benchmark against competitors, identifying high-performing content formats based on CTR and engagement rates, and implementing data-driven adjustments to optimize content strategy.
- Researching email marketing platforms to identify the one with the strongest cybersecurity features, creating and dispatching content to targeted segments, and analyzing performance data to inform future strategies.
- Initiating engagement with cybersecurity-focused Facebook groups to introduce our products within the niche, leading to an increase in inquiries and engagement.
- Conducting promoted interactive LinkedIn competitions, where winners received a complimentary Awareness Session on cybersecurity protection. This dual-purpose strategy amplified awareness via social media while employing an activation-approach as well enabling participants to interact with our services and potentially convert into valuable prospects.
- Assisting the sales team in developing targeted email and LinkedIn messaging scripts that address specific pain points of potential clients, offering tailored solutions from the company's product and service portfolio.
- Hiring and managing a Graphic Designer.
- Leading the re-creation of communication materials including brochures and datasheets, in addition to supervising the printing processes with service providers.
- Planning and implementing the creation of the new website with enhanced User Experience (UX), User Interface (UI) and SEO optimization.

PORTFOLIO

<https://bit.ly/3XRVPiO>

TECHNICAL SKILLS

- Advertising
- Copywriting & Translation
- Graphic Design
- Illustration
- Conceptualizing
- Content Marketing
- Branding
- Social Media Strategy
- SEO
- ASO
- UX/UI
- Events
- Press Releases
- Media and Influencer Relations

TOOLS & SOFTWARE

- MS Word
- MS PowerPoint
- MS Excel
- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects (Beginner)
- Adobe XD (Beginner)
- Adobe InDesign (Beginner)
- Facebook Ads Manager
- MailChimp/Send In Blue/SendGrid
- Google Search Console
- Google Ads (Beginner)
- Google Analytics (Beginner)

- Creating the UX and UI of internal platforms including the Partner's Portal.
- Crafting social media strategies, visual and textual content.
- Sourcing and collaborating with third-party providers, including video production companies, printing presses, and photographers.
- Utilizing AI and CGI tools including Chat GPT, Google Gemini and Midjourney for ideation and the generation of conceptual imagery.

Marketing Manager – Grey Matter Training, Dubai – Jan 2022 – Sep 2022

Training consultancy for the luxury retail industry with clients including **Bulgari, Moncler and Cartier**.

- Contributed in organizing and executing a corporate event for **Bulgari**, which brought together teams from across the globe.
- Created and executed omnichannel marketing communications targeting both businesses and individuals for the company's different offerings.
- Led business development efforts to establish connections with potential partners and clients via LinkedIn and professional networks.
- Established relations with media professionals to publish the company's press releases.

Co-founder | Brand Marketing Director – SCENE, Abu Dhabi – 2017 – 2022

A startup providing a mobile and web-based app integrating an entertainment and tourism database with a social network.

* The release of monetization features in March 2020 coincided with the onset of Covid-19 and quarantine in the region, resulting in the indefinite pause of the startup.

Achievements:

- Part of the team that secured a \$100k partnership-investment with **Yas Island**, Abu Dhabi, home of **Ferrari World** and **Warner Bros. World**.
<https://www.arabianbusiness.com/startup/395702-fikra-labs-awards-100000-to-four-mena-start-ups>
- Secured and negotiated contracts with key clients including **Dubai Opera, Big Bus Dubai & Abu Dhabi, IMG World of Adventure, Flying Cup JBR and HeliDubai**.
- With a limited ad-spend, our iOS MVP secured 10,215 app downloads from UAE users, but the potential could have quadrupled if an Android version was available, considering Android's dominance among mobile users (75-80%) in the UAE.
- **28,000 connections** were organically created between the users with Follows.
- Since its release in November 2019 and until March 2020 (Covid-19 onset), the webapp attracted **20,000 B2C visitors** via SEO (although we stopped updating it with content).
- Achieved the following rankings in the UAE's App Stores: **No.1 for Expats UAE, No.2 for Concerts UAE, No.3 for Events Organizer and No.4 for Tourism UAE**.
- Built relationships with UAE-based influencers **Kris Fade** and **DJ Bliss**, facilitating a collaboration to promote the app in exchange for partnership shares.

Responsibilities included:

- Establishing the brand's positioning as per the shared value between the product's benefit and the targeted segments' needs, and in comparison to the competition to ensure the uniqueness of the brand.
- Creating and implementing content strategies following a certain methodology including: Defining the Offering, Target Audience Profiling, Competitors Analysis, Problem Statement and Unique Selling Point.
- Creating websites' sitemap, wireframes, UX/UI, content and applying on-page SEO strategies.
- Producing and supervising the production of promotional content:
<https://www.youtube.com/watch?v=VdJ4f3Zufyk>
- Running Google Ads and social media campaigns.

Marketing Communications Manager – Fresh Express, Dubai – 2015 – 2017

Distributor of premium food products and non-alcoholic beverages to retailers and premium HORECA businesses in the GCC.

EDUCATION

- **Post-Graduate Diploma in Copywriting - 2008**
AAA School of Advertising, Cape Town
With accreditation and a Diploma in Marketing Communications from the IAA (International Advertising Association), New York.
- **Bachelor of Arts in Graphic Design – 2006**
Applied Science University, Amman

LANGUAGES

Native fluency in English and Arabic.

COMMUNITY

Volunteer - Social Media Strategist First Aid Renovation, Beirut – 2020

Following the explosion in Beirut on August 4th, 2020, First Aid Renovation was created to provide home repairs to affected citizens. Under the initiative, an online concert was held to collect donations for the cost of home repairs. We aimed at collecting \$15,000 and succeeded in reaching around \$13,000.

<https://shorturl.at/bgMO6>

Notable brands include: **Monin** syrups and **Voss** water, while notable clients include **Burj Al Arab, Atlantis, Spinneys** and **Carrefour**.

- Supervised a marketing team of three including two designers and a photographer.
- Oversaw the event planning and execution of a unique tuna-cutting ceremony for a premium Spanish brand called **Balfego** which drew 4-star and 5-star chefs.
- Created and implemented marketing communications strategies for the company, its services and products.
- Performed food styling and guided the photographer to achieve the desired look and feel for assets.

Digital Marketing Specialist - Global Media Insight, Sharjah - 2013 – 2014

Digital marketing agency.

- Producing and overseeing the production of assets required for social media channels, including strategies, creative concepts, English & Arabic copywriting and graphic design.
- Establishing contact and liaising with social media influencers.
- Creating brand guidelines by formulating the tone of voice, style of imagery, logo usage, in addition to other assets.
- Developing workflows and communications documents.
- Communicating and coordinating with clients.

* Major accounts handled include: **Nestlé** Middle East and **IFFCO** Middle East.

Communications Manager – Sharjah Government Media Bureau, Sharjah – 2011 –2013

The media and communications arm of the **Government of Sharjah**.

- Coordinating with local and international media entities to partner with the bureau, including **Forbes ME, National Geographic Traveller-UK, World Travel Market-UK, ITB-Germany, Agence France Presse-France** and **Asharq Alawsat-UK**.
- Representing the bureau in international forums and exhibitions, including **Internationale Tourismus Börse-Germany** and **Arab Travel Market-Dubai**.
- Organizing events held under the patronage of **HH the Ruler of Sharjah, and HH the Crown Prince of Sharjah** which are the Government Communication Forum and the Government Communication Awards.
- Writing speeches for the **Chairman of the bureau then, now the Deputy Ruler of Sharjah, HH Sheikh Sultan bin Ahmed Al Qasimi**.
- Handling relations and holding events for local and international media professionals.
- Introduced the concept of committees in the bureau, where I was selected by the Director to lead the Digital Committee and handle the digital and social media presence by creating plans, guidelines and managing the daily operations for a team of 10.
- Developing post-event evaluation reports to guide future strategies.
- Writing sponsorship brochures for events, and formulating sponsorship packages in coordination with the Director.
- Writing, editing and translating press releases, interviews and 6y7*-9+other communications.
- Creating the sitemaps, wireframes, UX/UI and content for the websites of the Government Communication Forum and the Government Communication Awards.

English Copywriter – Mema Ogilvy Advize, Amman – 2010 –2011

Leading marketing communications agency in MENA and part of **Ogilvy & Mather**.

Major accounts handled include: **Arab Bank** Middle East, and **Nestlé** Jordan.

Junior Copywriter - Team/Young & Rubicam, Amman – 2007

Leading international marketing communications agency.

Major accounts handled include: **Orange Telecom** Jordan and **Royal Jordanian**.

Junior Graphic Designer - Advize|Grey, Amman – 2006 – 2007

Leading marketing communications agency in Jordan and part of **Grey Global Group**.

Major accounts handled include: Fastlink Telecom (Currently **Zain** Jordan).