# MUSTAFA AL-SIBAI

## Marketing & Communications Leader

📞 +971 50 480 7255
@ mustafa.alsibai92@gmail.com
🔗 https://ae.linkedin.com/in/MustafaAlsibai
🔗 mustafasibai.com
📍 Dubai, United Arab Emirates

## EXPERIENCE

### Marketing & Communications Manager

**Jumeirah Hotels**

📅 05/2024    📍 Dubai, United Arab Emirates

- *Key Achievements*
- Delivered a **258% increase in media hits** and **27% YoY growth in brand visibility**, generating over **AED 1.2M in commercial revenue**.
- Drove **AED 40M global AVE** in 2025 through targeted PR campaigns, influencer partnerships, and market activations.
- Supported **F&B (AED 8.9M)** and **Spa (AED 11.74M)** revenue targets with integrated marketing initiatives across key guest touchpoints.
- Delivered signature events and activations across key markets, generating **AED 758K quarterly** in incremental revenue.
- *Core Responsibilities*
- Lead PR, marketing objectives, and communications across target markets **(UAE, UK, France, CIS, Germany, India)**.
- Act as brand custodian (Corporate-level, Property-level) across press, digital, social, ediotorial, branding and guest-facing channels.
- Oversee monthly content planning and commercial direction, managing agencies to deliver integrated marketing initiatives.
- Shape and execute the **FY2024/25 marketing strategy**, integrating PR, digital, social, and experiences across Rooms, F&B, and Spa.
- Manage holistic social and digital presence, ensuring alignment with brand tone, visual identity, and content standards across markets.

### Senior Consultant

**NNC Communications**

📅 01/2023 - 04/2024    📍 Sharjah, United Arab Emirates

- *Key Achievements*
- Delivered a record-breaking **300% uplift in brand mentions** and over **2,000 media clippings** for COP28 Summit projects through a fully integrated communications and launch strategy spanning broadcast, print, digital, and on-ground activations.
- Shaped the **COP28 global media strategy and positioning**, supporting reputation-building efforts among **85,000+ attendees and 150+ global leaders**.
- Rolled out flagship sustainability narratives for **WastePro+** and **TAQA's clean energy roadmap**, aligning messaging with ESG commitments and reinforcing long-term credibility.
- Built and managed a round-the-clock multilingual press office, securing **100+ executive interviews** and **600+ Tier-1 media placements** globally.
- Created corporate positioning frameworks and content strategies that drove **150M+ media impressions** and an **844% jump in audience engagement**, strengthening brand equity.
- Worked closely with our in-house analytics teams to **build customized performance dashboards**, tracking sentiment, visibility, and media ROI to optimise campaign strategies in real-time.

## SUMMARY

*Marketing and communications leader with 10+ years of experience driving brand visibility, reputation, and business growth across global markets. I bring a cross-disciplinary approach that blends PR, brand strategy, and integrated marketing — from shaping narratives and managing reputational moments to leading award-winning campaigns and executive positioning. Trusted by some of the world's most recognisable brands, I help organisations find their voice, build meaningful connections, and turn strategy into measurable impact.*

## CORE EXPERTISE

**Key Skills**

- **Strategic Advisory & Business Growth**: Proven ability to deliver and execute communication strategies that strengthen market presence, unlock revenue streams, and win new business.

- **Integrated Campaign Leadership**: Expert in shaping cross-channel (PR, Social, Digital) campaigns through earned, owned, and paid media.

- **Creative Brand Positioning**: Trusted brand custodian, embedding tone, visual identity, and messaging consistency across all touchpoints.

- **Team Leadership**: Effective in leading multidisciplinary teams fostering collaboration to deliver results-driven campaigns.

- **Performance Metrics Management**: Data-informed strategist capable of translating analytics dashboards to optimise campaigns and demonstrate business impact.

## EXPERIENCE

### Account Manager

**Hill & Knowlton Strategies**

📅 04/2021 - 10/2023  📍 Dubai, United Arab Emirates

- *Key Achievements*
- Directed end-to-end PR and communications strategies for **30+ high-profile regional and international clients**, providing strategic counsel as well as media, digital, and crisis communications.
- Led the **regional launch of The HOPE Consortium (Abu Dhabi Ports),** managing **100+ interviews**, **50+ site visits**, and **1,000+ media placements**.
- Delivered high-impact brand launches and awareness campaigns across a number of markets such as **UK**, **US**, **China**, **Singapore**, **Saudi Arabia**, **Iraq**, **Egypt**, and **Lebanon**, driving measurable engagement and multi-billion impression reach.
- Served as **Editorial Lead** for major clients including **Mayo Clinic**, **Disney MENA**, **Coca-Cola**, and **Dubai Holding** — leading the creation of comprehensive communications assets such as white papers, messaging frameworks, press kits, and brand toolkits
- *Core Responsibilities*
- Managed **day-to-day press outreach**, securing Tier-1 coverage, and media engagement across regional and global outlets.
- Led **social media strategy and content direction** for client projects — overseeing editorial calendars, platform messaging, and paid social amplification .
- **Mentored junior consultants/team members**, ensuring high standards in client servicing, and campaign execution.

### Senior Account Executive

**FleishmanHillard**

📅 01/2018 - 04/2021  📍 Dubai, United Arab Emirates

- *Key Achievements*
- Led the strategic **communications rollout for FedEx COVID-19 vaccine drive**, aligning messaging (traditional media, social, digital, TV) to strengthen public trust in the company.
- Played a pivotal role in the **launch of Dubai's Museum of the Future**, developing and executing a global media strategy that secured extensive international coverage and brand visiblity.
- Supported the **establishment of the agency's healthcare practice** by working closely with over 20 regional clients — including Julphar, Mayo Clinic, Gilead, and AstraZeneca — while contributing to multiple new business wins.
- Managed daily operations for corporate clients including Baker McKenzie, Pfizer, Emirates NBD, Facebook MEA, and Amazon MENA — **driving 35% engagement growth**, **supporting campaigns in 10+ markets**, and **sustaining 90%+ client retention**.
- Collaborated with creative, digital, and analytics teams to deliver campaigns for Tencent, Nestlé, Saudi Aramco, and Unilever — **driving 28% uplift in sentiment**, **40%+ engagement growth**, and **expanded reach across 10+ MENA markets**.

### Copywriter and Account Executive

**Alsayegh Media**

📅 08/2015 - 01/2018  📍 Dubai, United Arab Emirates

- *Core Responsibilities*
- Developed brand-aligned copy and editorial content across **lifestyle and corporate** clients such as press office, social calendars, and internal communications.
- **Supported Spotify US regional content rollouts** by coordinating with content teams to align on release calendars, audience segments, and messaging priorities.
- Supported content writing & production for Nike, Adidas, Hermès, and Prada, crafting relevant stories.
- Coordinated **daily account servicing and campaign execution** for clients including Majid Al Futtaim, Shell, Microsoft, and Ford.

## EDUCATION

### Meta Certified Digital Marketing Associate

**Meta Platforms,**

📅 12/2024  📍 United States

### Certified Direct Response Copywriter

**American Writers & Artists Institute**

📅 07/2022  📍 United States

### Communication Management Professional (CMP) Certification

**Chartered Institute of Public Relations (CIPR), London, UK**

📅 04/2020 - 04/2020  📍 London, UK

### Bachelor of Business Administration

**Heriot-Watt University**

📅 09/2012 - 11/2015  📍 Edinburgh, Scotland

## TOOLS & PLATFORMS

### Media Monitoring

Meltwater, Carma, Cision, Talkwalker, Brandwatch, NewsWhip, CoverageBook

### Social Media Management

Sprinklr, Hootsuite, Sprout Social, Gain, Buffer, Later, Planoly

### Performance & Marketing Automation

HubSpot, Salesforce, Zoho, Monday.com, Mailchimp, ClickUp, ActiveCampaign, Google Analytics, Brandwatch, Adobe Analytics, Power BI, Semrush

### Content Planning & Development

Notion, Asana, Trello, Airtable, Monday.com, Adobe Express, Canva, Figma