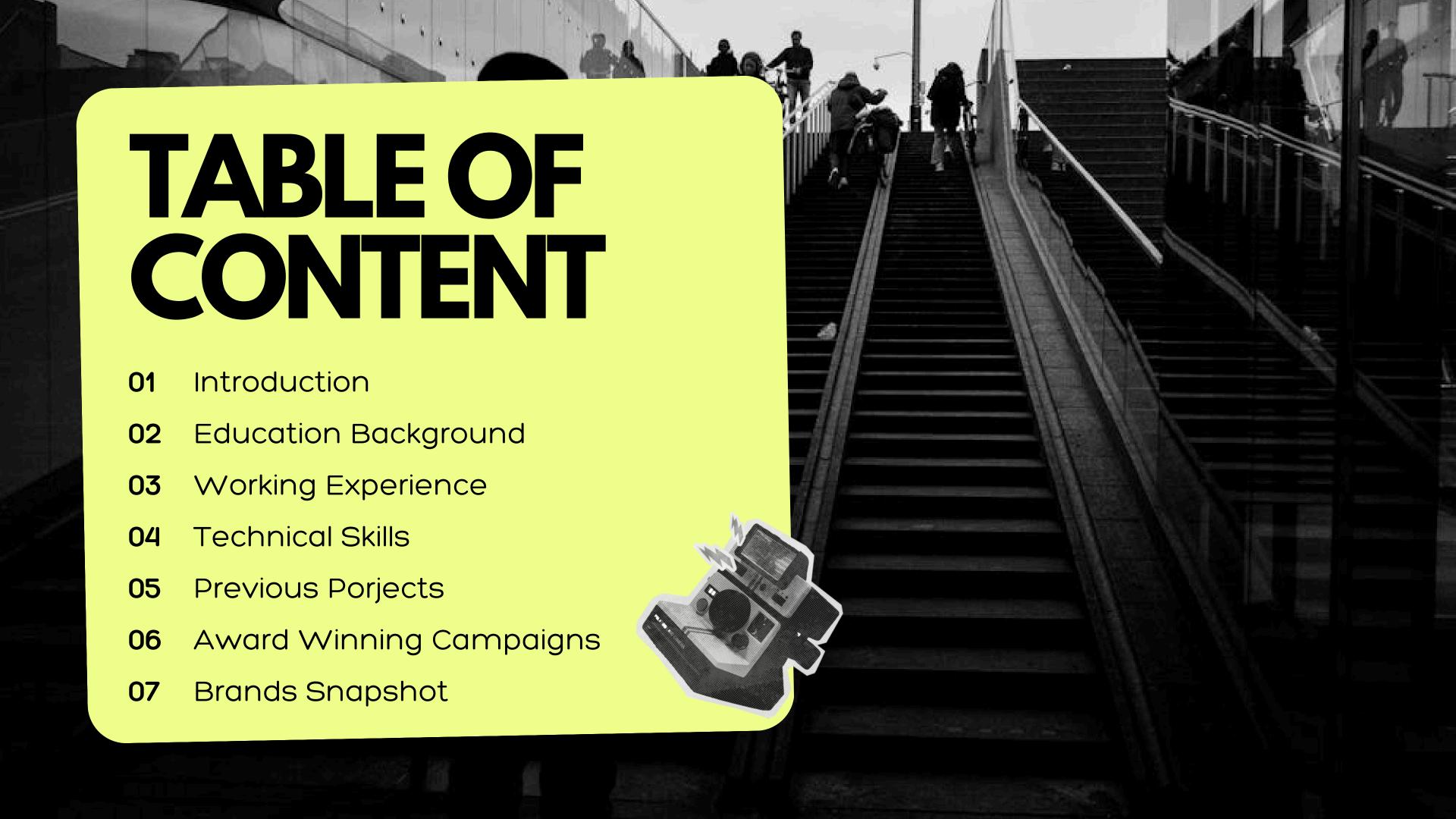
MARKETING & COMMUNICATIONS

PORTFOLEO.





HELLO, I'M MUSTAFA AL-SIBAI.

ABOUT ME

A Marketing & Communications maverick with over 10-years of experience across in-house and agency roles – building brand stories that resonate, and endure.

Based in **Dubai**, I've led award-winning integrated campaigns for global brands, driven triple-digit media growth, and crafted brand strategies that generated millions in earned visibility and revenue. With a sharp instinct for turning bold ideas into real-world influence, I help brands define their voice, shape perception, and forge lasting emotional connections across markets.

EDUCATION BACKGROUND



Bachelor of Business Administration

Heriot-Watt University, Edinburgh — 2015

Completed undergraduate studies with a focus on marketing, business strategy, and international management. IGCSEs Diploma - Cambridge International

The Westminster School, Dubai — 2012

Completed secondary education with a strong foundation in English, Business, and the Social Sciences.

TECHNICAL SKILLS

PR & Communications

Creating media strategies, managing reputational challenges, and delivering award-winning campaigns that get people talking.

Digital Campaigns

Planning and executing performance-driven digital campaigns across channels, optimised for reach, relevance, and measurable ROI.

Performance Insights

Leveraging data and analytics to track performance, measure impact, and inform smarter decisions ensuring campaigns deliver measurable value.

Editorial & Content Writing

Creating thoughtful, high-quality content — from newsletters and press releases to thought leadership, white papers, and long-form editorial.

Branding & Identity

Defining your brand's voice, visual language, and guiding principles — crafting a consistent and authentic identity that resonates.

Marketing Automation & CRM

Deploying email marketing, lead gen funnels, and CRM tools to drive conversions, nurture audiences, and align digital efforts with business goals.

Social Media Marketing Content

Developing and managing social platforms to connect with audiences, and drive engagement through organic and paid campaigns.

Crisis & Trust Management

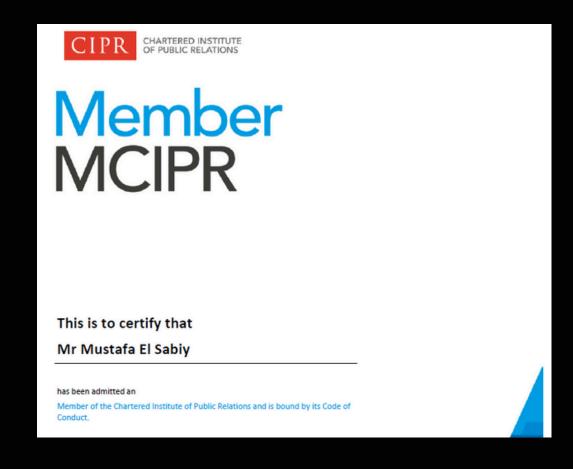
Navigating reputational threats and supporting brands in moments that matter most with proactive media planning to project reputation.

UX Copywriting

Writing user-focused copy for websites, landing pages, and product journeys—designed to increase clarity, engagement, and conversion rates.



CERTIFICATIONS



Communication Management Professional (CMP) Certification

Chartered Institute of Public Relations (CIPR), London — April 2020

Attained a globally recognised certification in strategic communications, media relations, and reputation management from the UK's leading professional body for public relations.



Certified Direct Response Copywriter

American Writers & Artists Institute (AWAI), USA — July 2022

Awarded upon completion of AWAI's Copywriting Academy in recognition of advanced proficiency in persuasive writing, direct response strategy, and results-driven copy for commercial and digital platforms.



Meta Certified Digital Marketing Associate

Meta Platforms, Inc. — December 2024

Earned official certification in foundational digital marketing concepts, including social media strategy, campaign performance, and platform best practices across Meta technologies, verified through Certiport and Pearson VUE.



MARKETING & PR MANAGER, JUMEIRAH HOTELS

Marketing, branding, communications, and content strategy for Jumeirah's portfolio of 26 luxury properties across the Middle East, Europe, and Asia

SENIOR CONSULTANT, NNC COMMUNICATIONS

Strategic communications and high-impact media campaigns for govt., tech, and sustainability clients, including COP28 and Abu Dhabi National Oil Company (ADNOC).

ACCOUNT MANAGER, HILL+KNOWLTON STRATEGIES

PR, media relations, and integrated social & digital campaigns across MENA for regional clients and global brands including TECOM, Coca-Cola, ADNOC, Pfizer, Disney, Nestlé, Prada, and ADIDAS.

SENIOR ACCOUNT EXECTUVE, FLEISHMANHILLARD

PR strategy, media monitoring, and crisis communications for global clients including FedEx Express, and launch support for Dubai's Museum of the Future

EDITORIAL COPYWRITER, AL SAYEGH MEDIA

editorial copywriting, and content creation across press materials, brand creatives, white papers, internal comms, and campaign strategies for high-profile clients such as Unilever, Shell, Ford, Microsoft, and Baker McKenzie.

WORKING EXPERIENCE

JUMEIRAH GROUP

Marketing Manager at <u>Jumeirah Group</u>, a luxury hospitality brand with 26 properties across the Middle East, Europe, and Asia.

Role:

Marketing & Communications Manager

Scope of Work:

- Public Relations
- Social Media
- Digital Campaigns
- Brand Strategy (2024/2025)
- Spa, F&B, Rooms Lead
- Events Production
- Editorial & Copywriting
- Performance Marketing

Media Coverage (YOY)



Marketign Campaigns (ROI)



Global AVE generated (YTD - 2025)



Brand Growth (Target Markets)

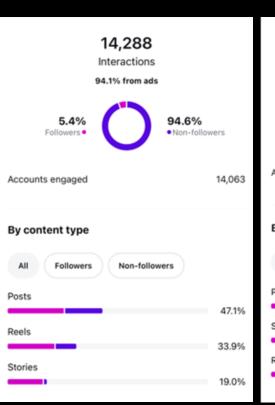


Cherish your summer moments

JUMEIRAH
ZABELL SARAY
BIREL











NIC COMMUNICATIONS

Strategy lead on <u>COP28 UAE</u> communications, supporting government, and sustainability initiatives at NNC Communications.

Role:

Senior Consultant

Scope of Work:

- Head of COP28 Campaign Strategy
- Social Media Content Planning
- Crisis Communications
- Editorial Writing
- Media Relations
- On-ground Event Support
- Briefings & Media Training
- Integrated Campaign Plan
- Marketing Strategy







Press release

IDFC pavilion at COP28 in Dubaï, United Arab Emirates

For the fourth consecutive year, IDFC is organizing a pavilion in the blue zone of the COP happening in Dubai from November 30 to December 12

For its 2023 Green Finance Mapping, IDFC reports a total financing of USD\$ 1.5 Trillion of green finance since 2015, with a record high of USD\$ 288 Billion in 2022

Dubaï, United Arab Emirates Dec 1st 2023 - The International Development Finance Club (IDFC), the international group of 26 leading national and regional development banks, is coordinating a pavilion at the COP for the fourth consecutive year. The COP28IDFC pavilion offers the opportunity to promote IDFC key deliverables on climate agenda and provide a platform for members and partners to display their projects reflecting their collective commitments towards the Paris agreement objectives and the Sustainable Development Goals; it marks also the recent election of a co-presidency between Bancoldex and BOAD.

The Club is expecting more than 30 events co led by 9 members (AFD, BICE, BNDES, CABEI, CAF, DBSA, JICA, KfW and PTSMI) and 7 partners (MCI, I4CE, IDDRI, UNOPS, UNEHS, ETP and CPI).

Key topics as carbon market, nature-based solutions, forest conservation, urban infrastructures, agriculture, energy or blue economy are covered. The panels are also addressing the question of Paris agreement alignment, climate finance post-2025 and the role of public development banks in transforming Financial Systems for Climate and Nature among others.

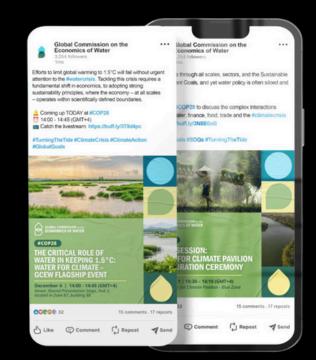
IDFC Green Finance Mappin

Since 2011, IDFC has conducted a periodic mapping of member institutions' green finance contributions. In 2022, IDFC members reported a record high of \$288 billion in total green finance commitments, a 29% increase from 2021. Cumulatively, green finance commitments by IDFC members surpassed \$1.5 trillion since the Paris Agreement was signed in 2015. This is the result of IDFC members' unique ability to deliver green finance at scale. Mitigation finance reached the highest level to date (\$245 billion), increasing by 31% over 2021. Adaptation finance also reached a record high, increasing 52% to \$31.6 billion. The uptick in adaptation finance follows members' commitment to increase their adaptation finance in the IDFC <u>State of Ambition</u> (2021). Overall, more than half of members (14) increased their green commitments in 2022 returning to, or surpassing, pre-pandemic levels. Finance for biodiversity projects remained stable in 2022, totaling 518.2 billion.

At \$78 billion in total renewable energy finance in 2022, IDFC contributes a significant portion of the \$494 billion (annual average) renewable energy finance tracked globally. The largest share of renewable energy finance was for on-shore and off-shore wind, accounting for \$32.8 billion (42% of









HILL+ KNOWLTON STRATEGIES

PR Account Manager at <u>H+K Strategies</u>, a global leading communications agency, specializing in Corporate & Brand practices.

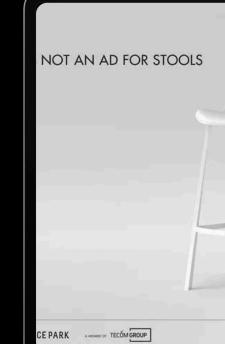
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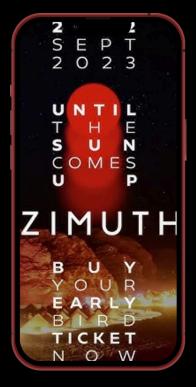
Account Manager

Scope of Work:

- PR Strategy & Campaign Execution
- Media Relations
- Social Media Planning
- Editorial Writing
- Client Lead & Servicing
- New Business Proposals
- Data & Analytics
- Performance & Digital Marketing
- Crisis Management
- Media Monitoring & Social Listening
- Brand Launch & Awareness Campaigns





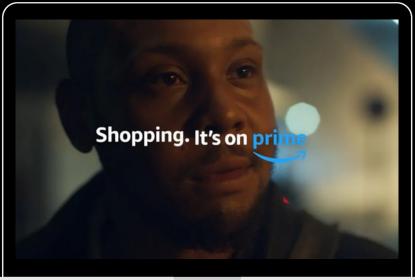












FLEISHMAN HILLARD

Senior PR & Communications Account Executive at FleishmanHillard, managing crisis and launch communications for global brands.

Role:

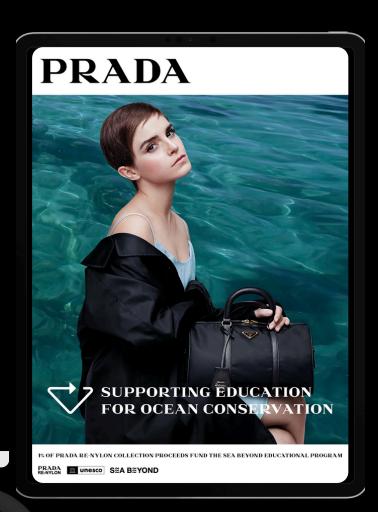
Senior Account Executive

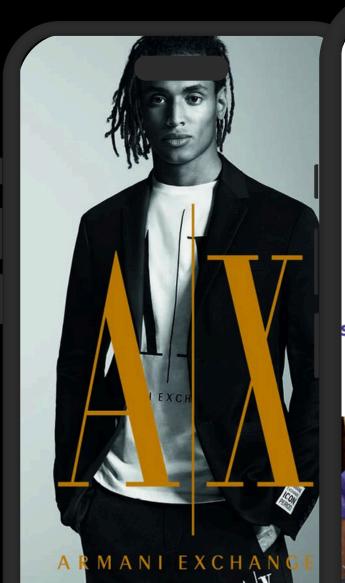
Scope of Work:

- Crisis Communications
- Social Media Campaigns
- Social Channels Lead
- PR & Press Office Support
- Media Monitoring & Social Listening
- Copywriting & Content Planning
- Media Planning & Event Activation
- Campaign Launch Support
- New Business Support
- Proposal Writing
- Project Management (Intl.)
- Brand Campaign Launch







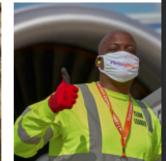


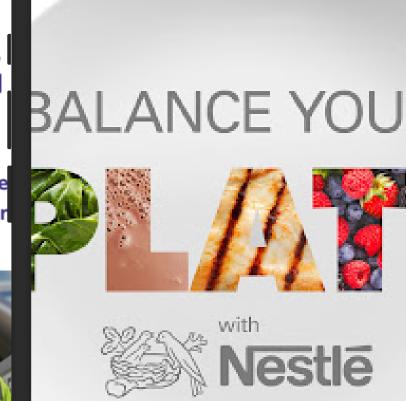


DELIVERING FOR GOOD

sing our global network and logistics e to help people and communities in r







AL SAYEGH MEDIA

Copywriter and Junior Account Executive at Al-Sayegh Media, supporting creative, marketing, and PR campaigns for govt. clients.

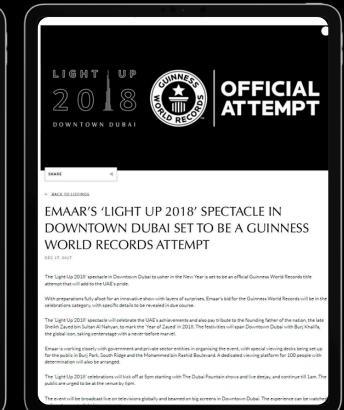
Role:

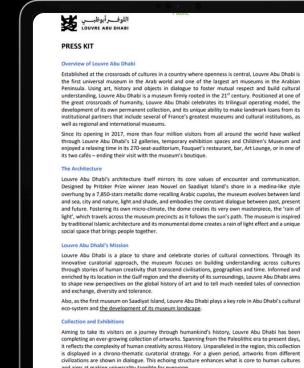
Copywriter & Jnr. Account Executive

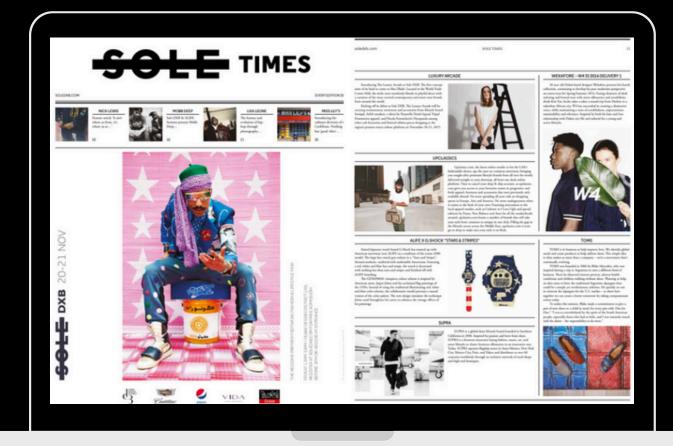
Scope of Work:

- Editorial & Copywriting
- Social Media Content Planning
- Regional Content Localisation
- Luxury & Lifestyle Brand Storytelling
- Press Office & PR Support
- Account Servicing & Client Management
- Campaign Coordination
- Internal Communications
- Brand Messaging Alignment













ROYAL COMMISSION FOR ALULA





Brief:

Worked with the Royal Commission for AlUla (RCU) as part of my role at Hill+Knowlton Strategies, leading on key communications and media initiatives across RCU's cultural programming.

Awards:

- Gold Best Integrated Campaign MEPRA Awards 2022
- Gold Best Campaign KSA MEPRA Awards 2022
- Best Campaign MENA PRWeek Global Awards 2023
- Campaign Top Global Work Provoke Media Coverage

الهيئة الملكية لمحافظة العلا Royal Commission for AlUla



الهيئة الملكية لمحافظة العلا Royal Commission for AlUla

RCU launches autonomous pod vehicle service in AlUla offering

- Pilot scheme for fully automated electric passenger pod will ferry people between the south entrance to AlUla's Old Town and south car park before being extended to new
- Smart pod vehicle can transport maximum of 22 people and has already achieved 280 passenger journeys in a single day of the pilot
- Sustainable mobility solution is fully aligned with RCU's Journey Through Time masterplan to develop AlUla into a vibrant and smart destination with a network of safe, clean and

AlUla, Saudi Arabia, 01 February 2022: Residents and visitors to AlUla can now experience the ture of sustainable, zero emission mobility on their doorstep with the launch of a new, fully

he innovative pilot scheme provides passengers with a quick and easy link to AlUla's Old Town om the south car park. The service is part of the Royal Commission for AlUla's (RCU) prehensive Journey Through Time (JTT) masterplan to develop a range of fully integrated essible and environmentally friendly public transport options.

erving the local community, business travellers to AlUla as well as visitors exploring the area's tunning natural scenery and attending AlUla Moments, which includes Winter at Tantora, AlUla urts, AlUla Skies and AlUla Wellness Festival, the smart pod operates from 4pm to midnight each ay. Electric powered, the pod can carry up to 22 people (8 seated and 14 standing) although pacity will be limited to eight during the pilot scheme.

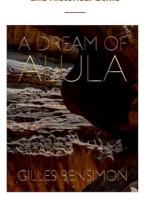
ngers can ride the pod free of charge along a circular route. Each leg takes just three ninutes to cover 1km. As the pilot continues, the pod service will be expanded to other areas of alUla including Dadan, Hegra and AlJadidah later in the year.

safe, environmentally friendly and comfortable, the autonomous pod offers residents and visitors a glimpse of how RCU's long-term development of convenient and sustainable mobility will inhance their daily lives and shape the future of transport and AlUla itself.

Passengers seated or standing onboard can enjoy the journey while an informative instructional ideo is played. Utilising the latest in electric vehicle battery technology, the pod can be fully sharged in just 15 minutes, giving enough power to travel 50km.

Smart sustainability is a key component of the JTT masterplan, which is being strategically implemented by RCU over several phases up until 2035 to redevelop AlUla into a global destination for heritage, culture and nature as well as innovation, business and tourism.

ned fashion Photographer Gilles Bensimon Releases A D AlUla - A Visual Exploration of Fabled Landscapes and Historical Gems



e occasion of the publication of A Dream of AIUIa, the Librairie G s, France) will welcome, on Tuesday April 12th, the artist Gilles Be exclusive signing of his book.

aimed photographer Gilles Bensimon publishes A Dream of AlUla and celebrates the ric Ula, a land of exceptional heritage, located in the northwest of Saudi Arabia, Filled with I ginal photography, this book, published by Cassi Edition and Rizzoli New York, offers t ence of travelling to a mythical land and a preserved paradise still unknown.

Dream of AIUIa, the photographer reveals the poetic aspects and magnificence of age-capes and highlights the lives that they are home to. From lush green oases to barren drifting sand to basalt uplands; from geomorphological wonders to millennia-old inscrip





AZIMUTH°

ADIDAS

Brief:

I supported the PR, editorial content, social media communications, and UX writing for adidas' **Beyond the Surface campaign** — a pioneering regional initiative aimed at empowering women through inclusive sportswear design.

Awards:

- Grand Prix Film Craft Dubai Lynx 2022
- Grand Prix Design Dubai Lynx 2022
- Silver Pencil Out of Home (Experiential) The One Show 2022
- Advertiser of the Year Dubai Lynx 2025

Total Reach (Global)

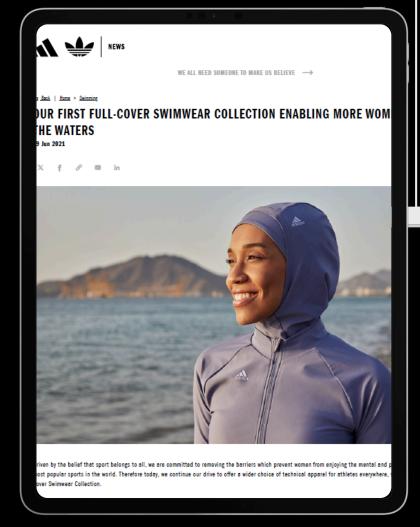


Earned Media (AVE)

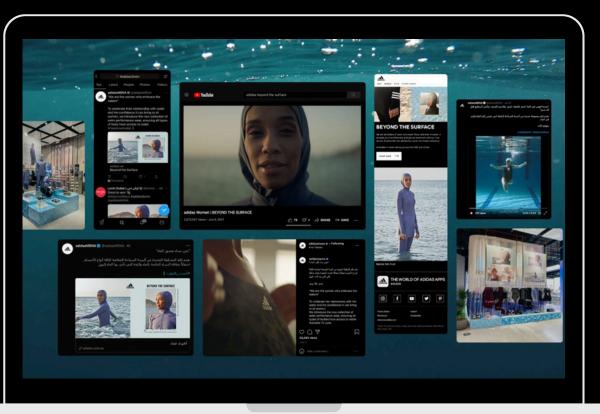


Countries Reached









Brief:

I played a key role in delivering earned media, event PR, influencer coordination, and content development for Coca-Cola's "Believing Is Magic" campaign during the FIFA World Cup Trophy Tour.

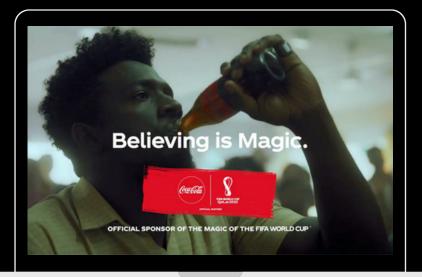
Scope:

- Press outreach & media management
- Social Media campaign strategy
- On-ground event support, media interviews, and client briefing
- Copywriting: key messaging, press releases, and speeches

Awards:

• Gold - Best Campaign - UAE - MEPRA Awards 2022





May 12, 2022



FIFA World Cup™ Trophy Tour by Coca-Cola Kicks Off Global Journey in Dubai

FIFA World Cup™ winners Iker Casillas and Kaká send original FIFA World Cup™ Trophy on global journey that will include all 32 qualifying countries for the first time

Original FIFA World Cup™ Trophy unveiled at Dubai's Coca-Cola Arena before it embarks on its fifth journey, travelling to 51 countries and territories

DUBAI, United Arab Emirates--(BUSINESS WIRE)-- The FIFA World Cup™ Trophy Tour by Coca-Cola kicked off today with a first-stop event in Dubai, where former FIFA World Cup 11 winners lker Casillas and Kaká came together to send the original FIFA World Cup™ Trophy on its journey around the world ahead of the tournament later this year.

This press release features multimedia. View the full release here:

Iker Casillas and Kaká at the FIFA World Cup Trophy Tour by Coca-Cola First Stop Event in Dubai, Photo Credit; Getty Images

Iker Casillas and Kaká at the FIFA World Cup Trophy Tour by Coca-Cola First

up to support their teams, Coca-Cola is thrilled to offer fans the opportunity to experience the trophy ahead of the tournament " said Brad Ross, Vice President of Global Sports & Entertainment Marketing and Partnerships at The Coca-Cola Company. The real magic of the FIFA World Cup exists with fans believing in their teams and showcasing their

around the world gear

Starting today, Coca-Cola is inviting fans to a once-in-a-lifetime opportunity to see the most recognised symbol in football and experience the real magic of the world's largest and most anticipated single-sport event – the FIFA World Cup™.

The FIFA World Cup™ Trophy Tour by Coca-Cola will stop in 51 countries and territories, bringing Coca-Cola and FIFA one step closer to the goal of visiting each of FIFA's 211 member associations by 2030. For the first time ever, the tour will visit all 32 countries that qualified for the FIFA World Cup™, inspiring fans across the world through exclusive

"The FIFA World Cup Trophy is one of the greatest symbols in sport," said Romy Gai, FIFA's Chief Business Officer. 'Bringing it on tour gives us a unique opportunity to shine a spotlight on the fantastic communities around the world who love the beautiful game. The trophy tour which will end back in Qatar, our amazing hosts – highlights our commitment to making football truly global as we realise the dreams of our fans and bring the joy and excitement of the FIFA World Cup to their doorsteps, together with our long-standing partner Coca-Cola."

FIFA World Cup™ winners Iker Casillas and Kaká shared their passion for the game at the









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