

Presented by Mustafa Al-Sibai

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# MARKETING & COMMUNICATIONS PORTFOLIO

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# HELLO, I'M MUSTAFA AL-SIBAI.

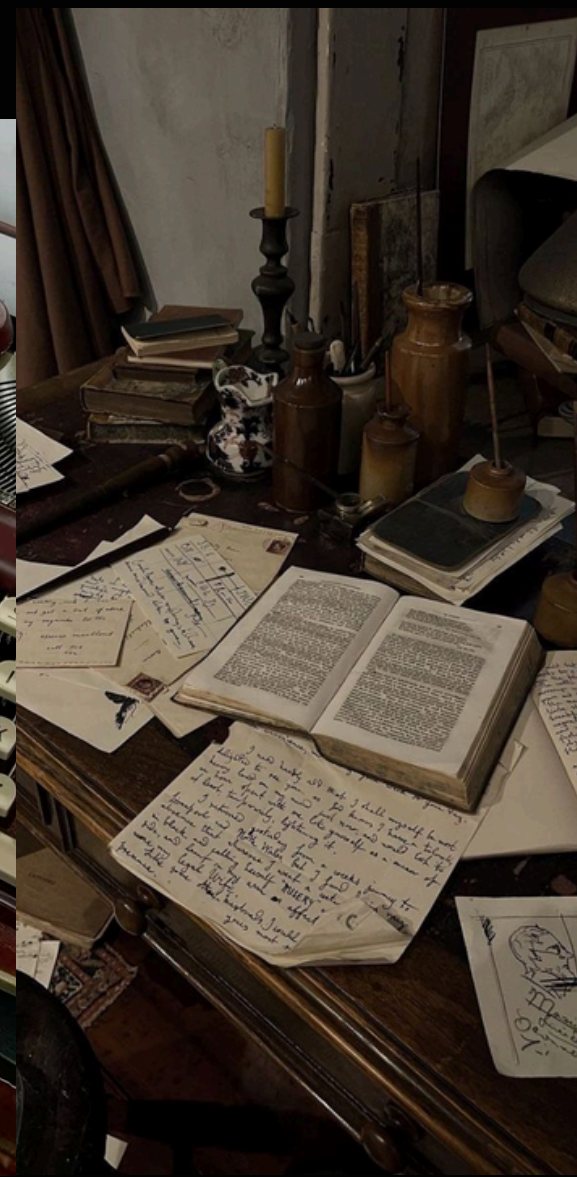
## ***ABOUT ME***

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

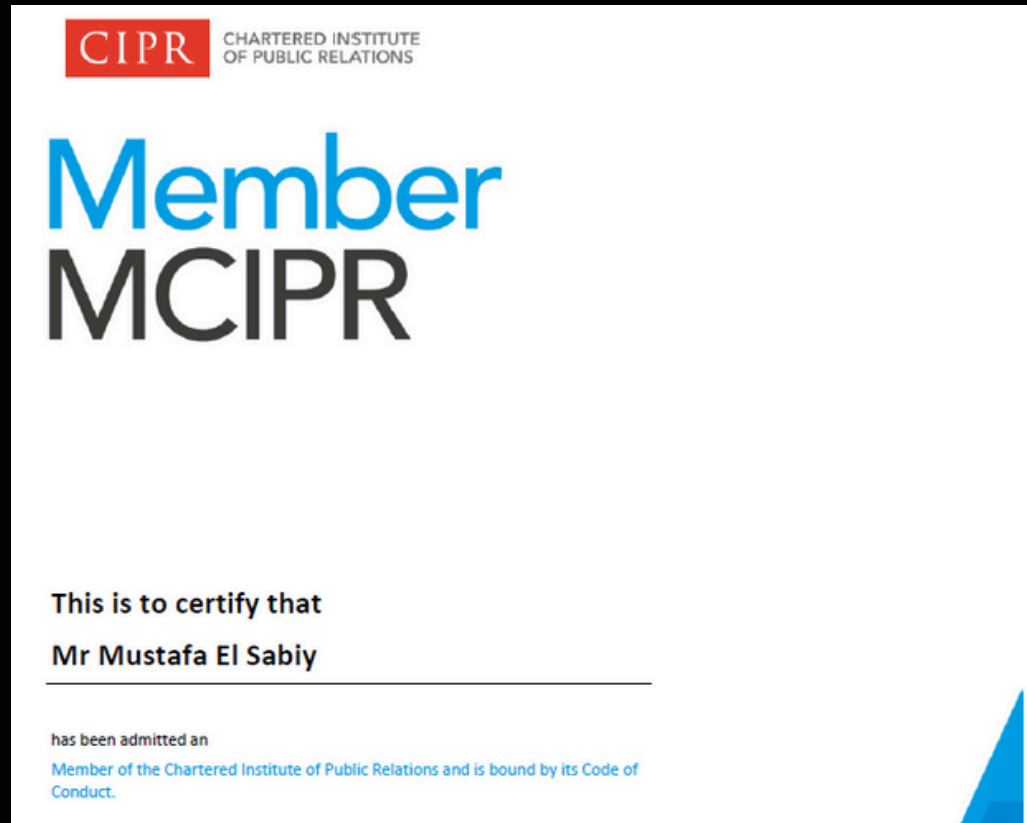
Navigating reputational threats and supporting brands in moments that matter most with proactive media planning to project reputation.

## 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.





# Previous Projects





2024 - Current

2023 - 2024

2021 - 2023

2018 - 2021

2015 - 2018

**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 EXECUTIVE,  
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**





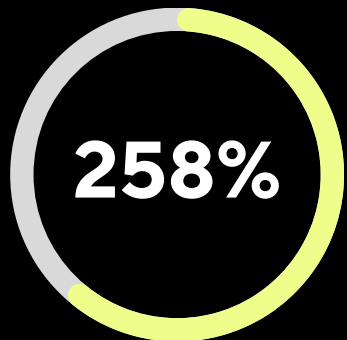
# JUMEIRAH GROUP

Marketing Manager at Jumeirah Group, 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

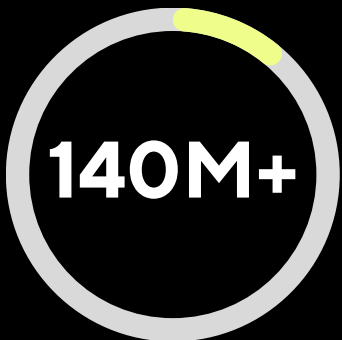
Media Coverage  
(YOY)



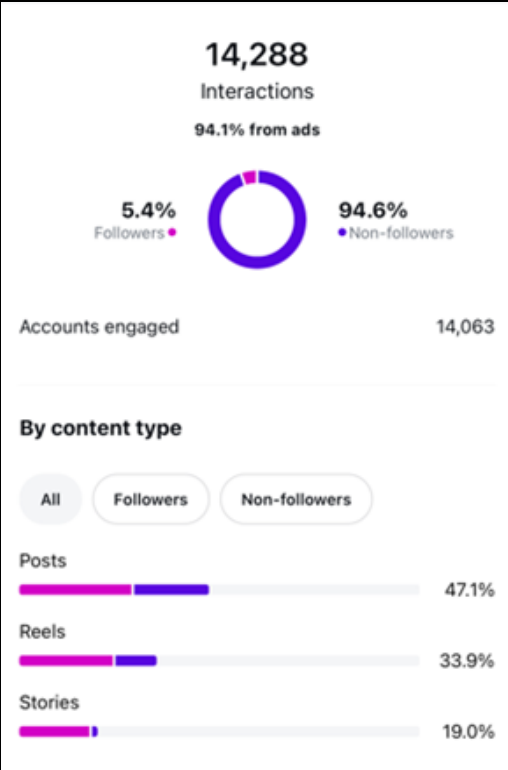
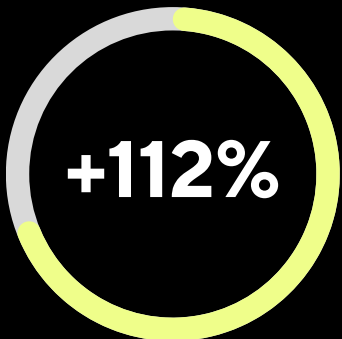
Marketign Campaigns  
(ROI)



Global AVE generated  
(YTD - 2025)



Brand Growth  
(Target Markets)





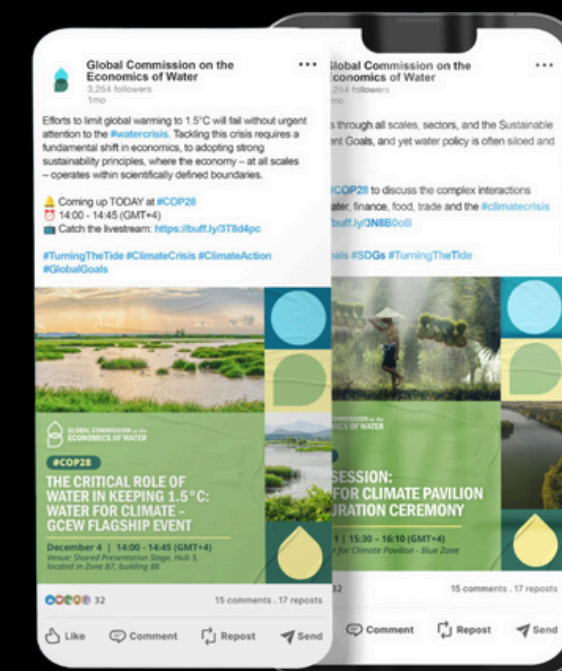
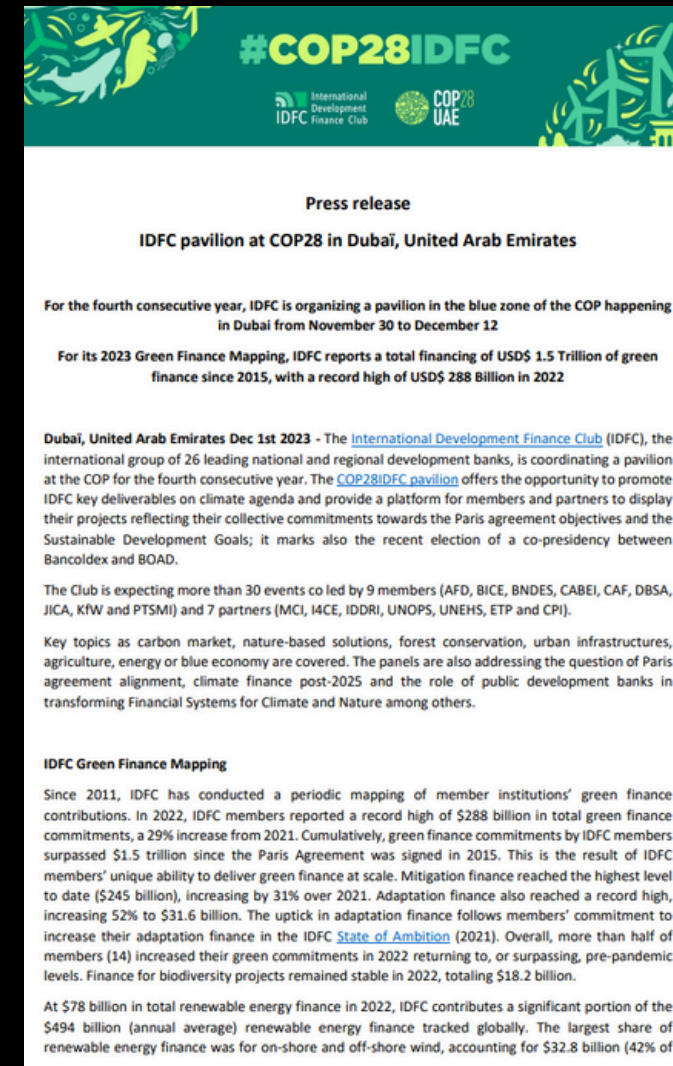
# NNC COMMUNICATIONS

Strategy lead on **COP28 UAE** 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





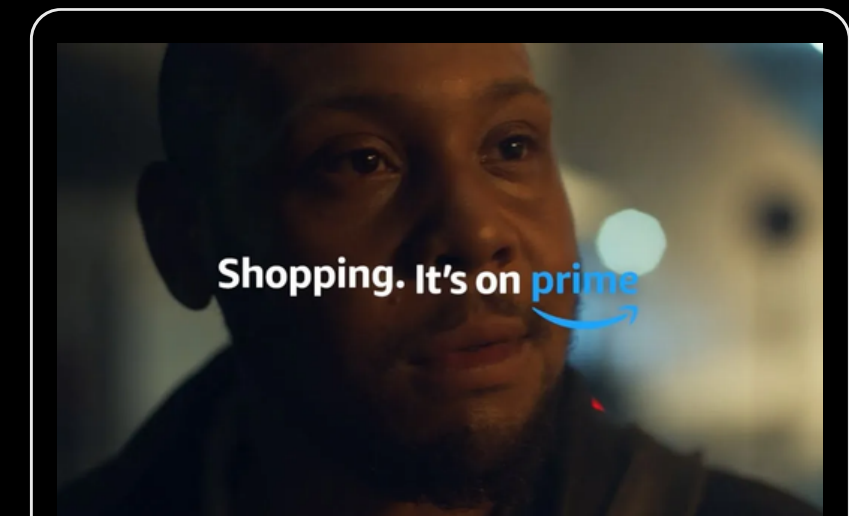
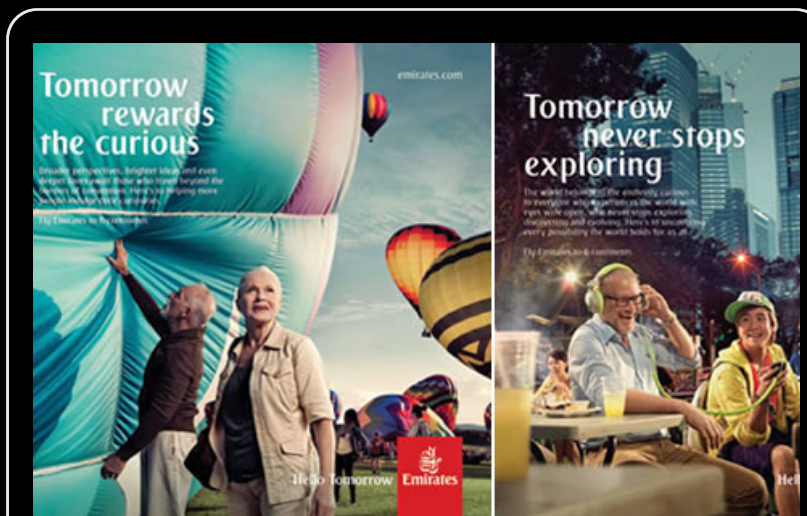
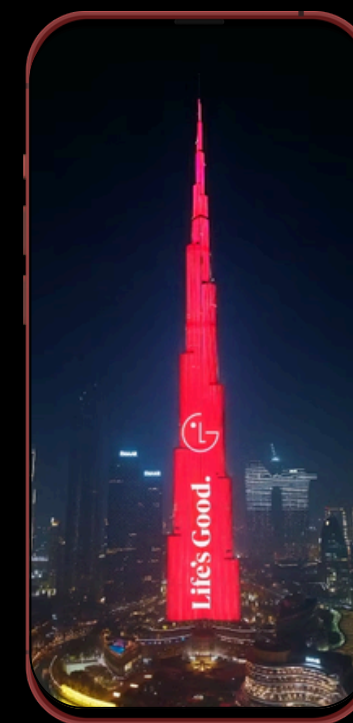
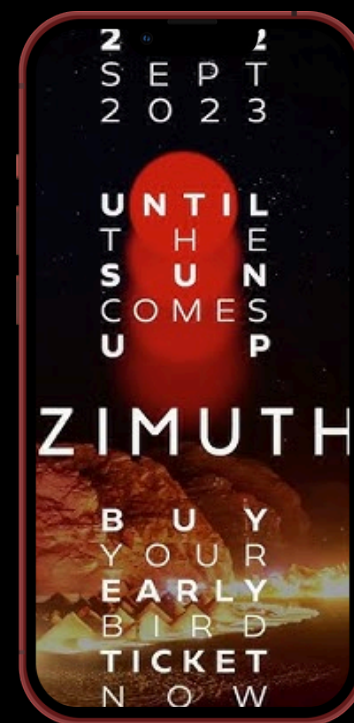
# HILL + KNOWLTON STRATEGIES

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

**Role:**  
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





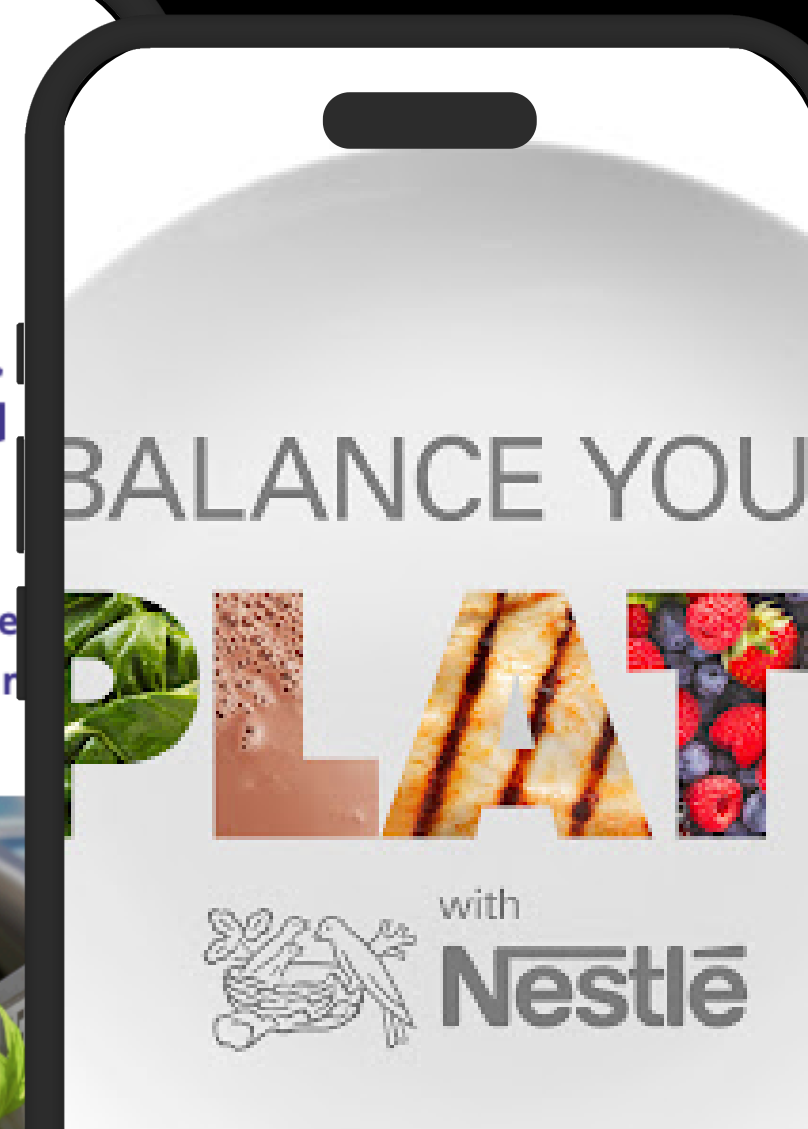
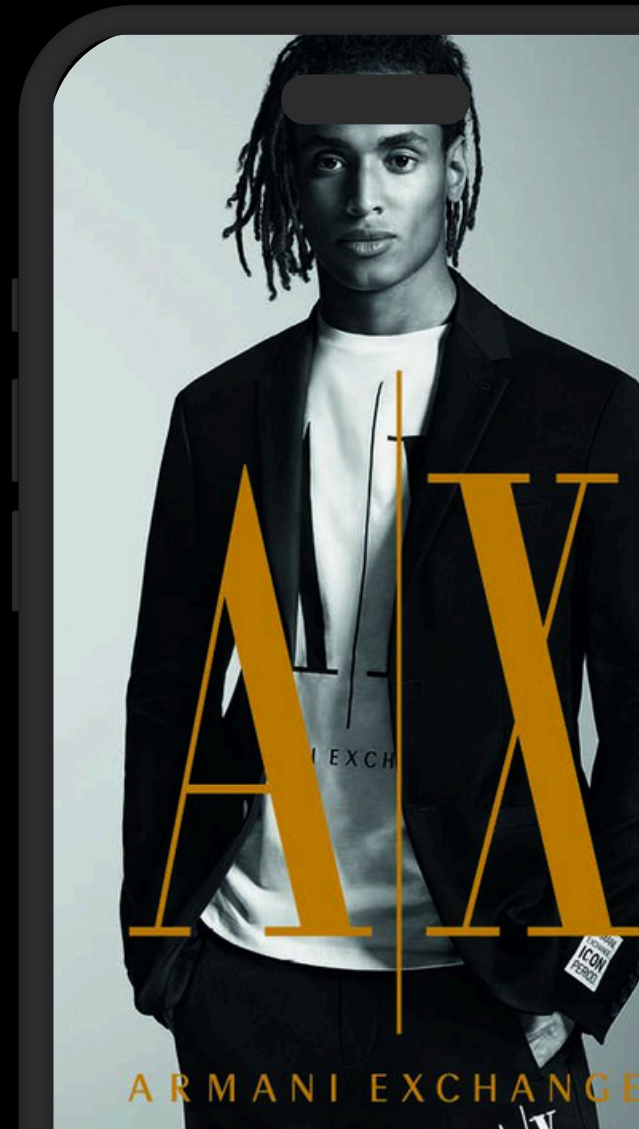
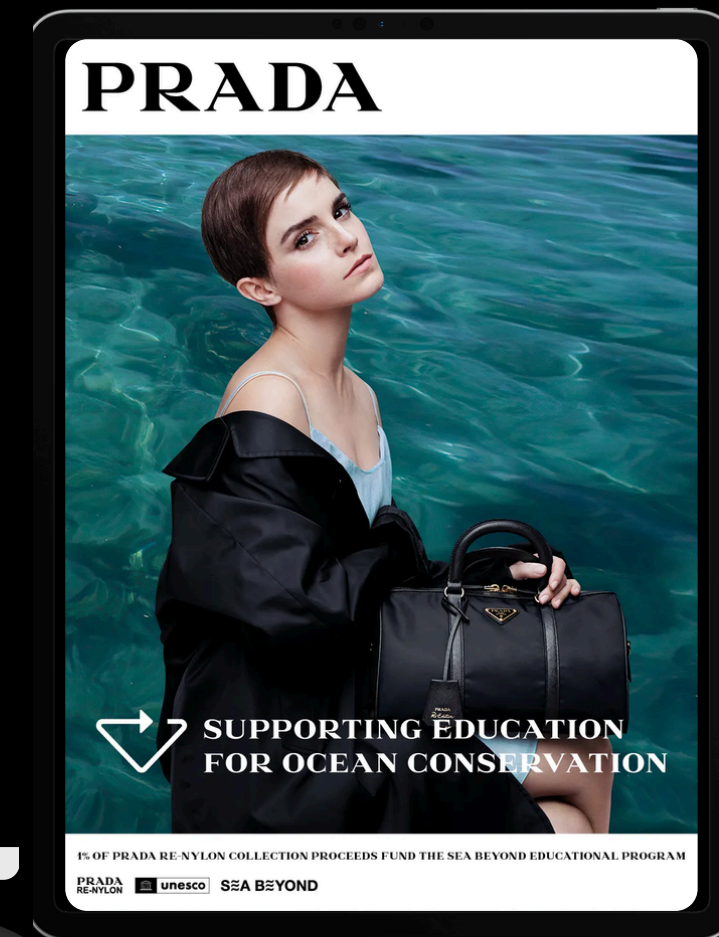
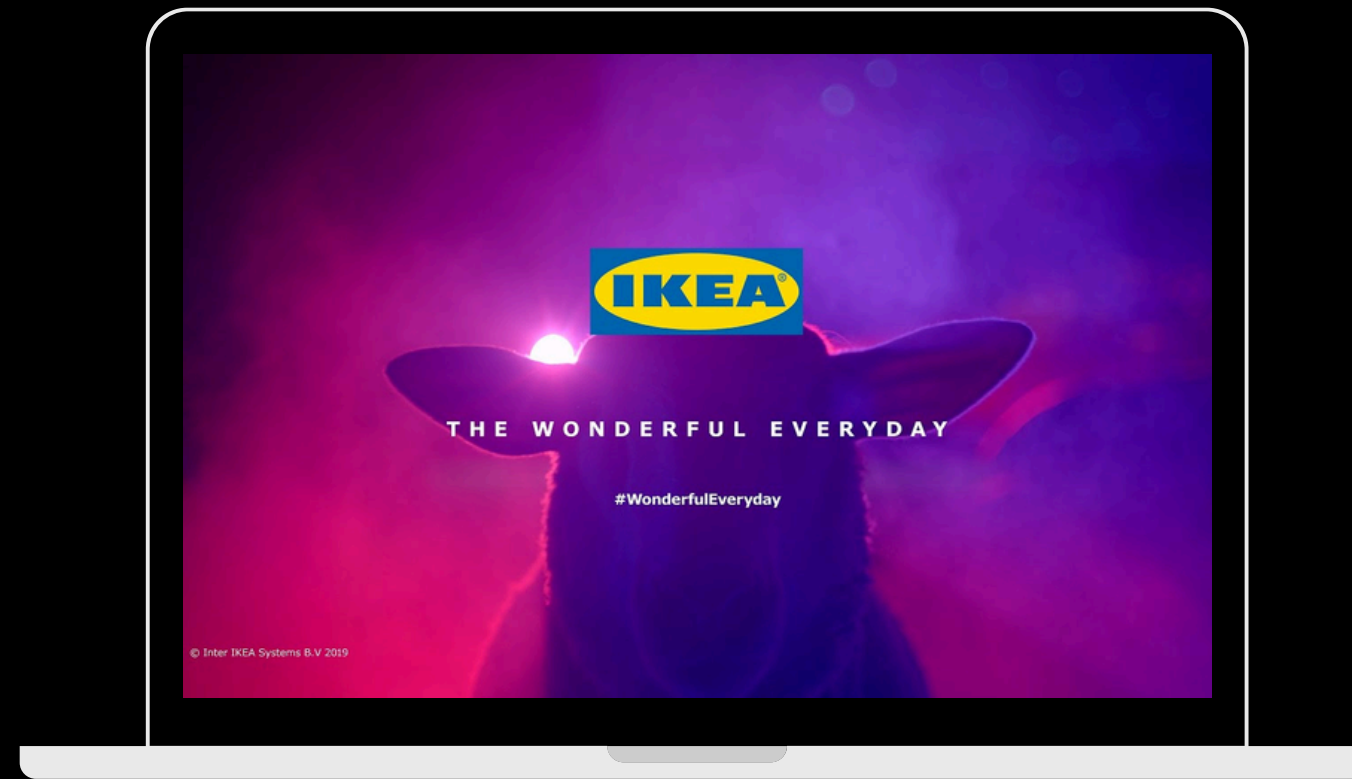
# FLEISHMAN HILLARD

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





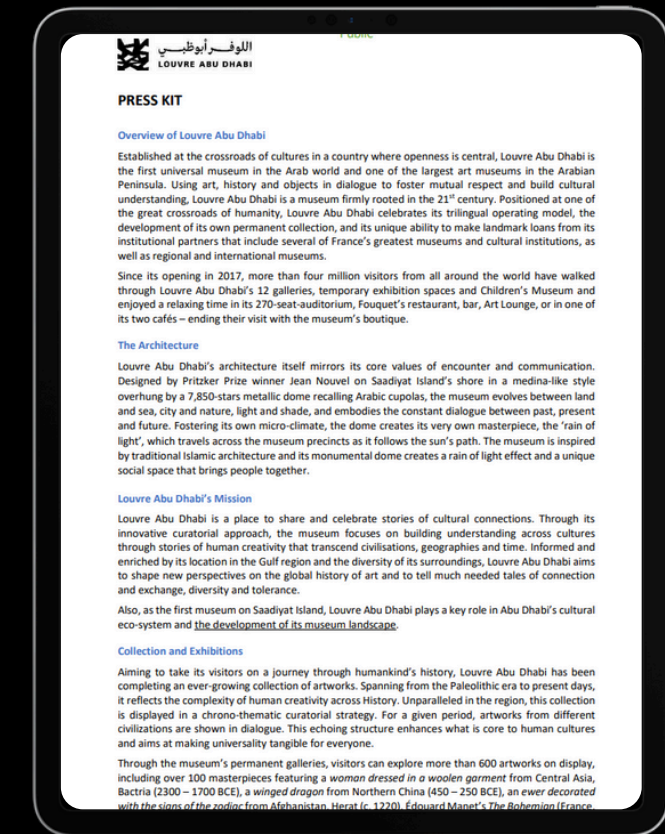
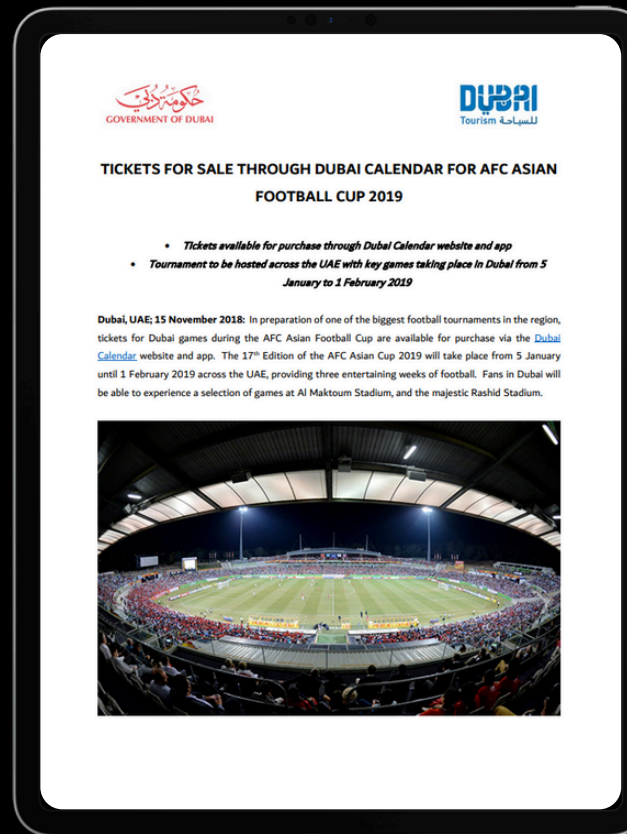
# AL SAYEGH MEDIA

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







# Award Winning Campaigns





# 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.

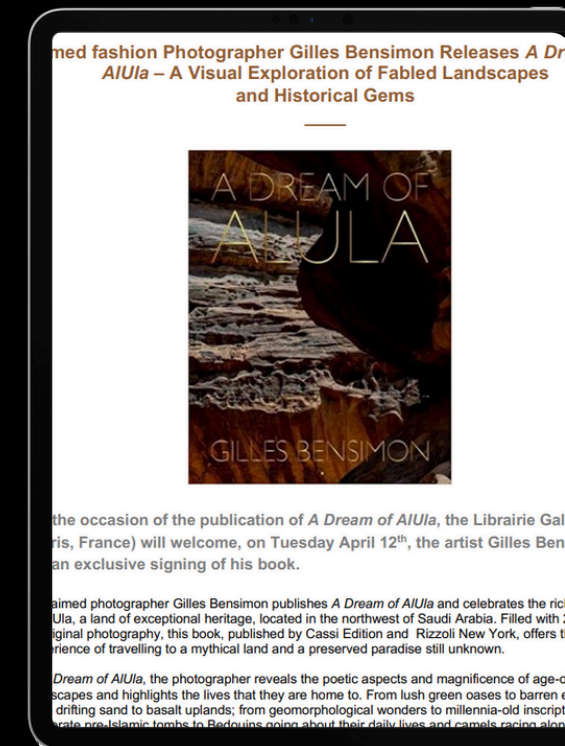
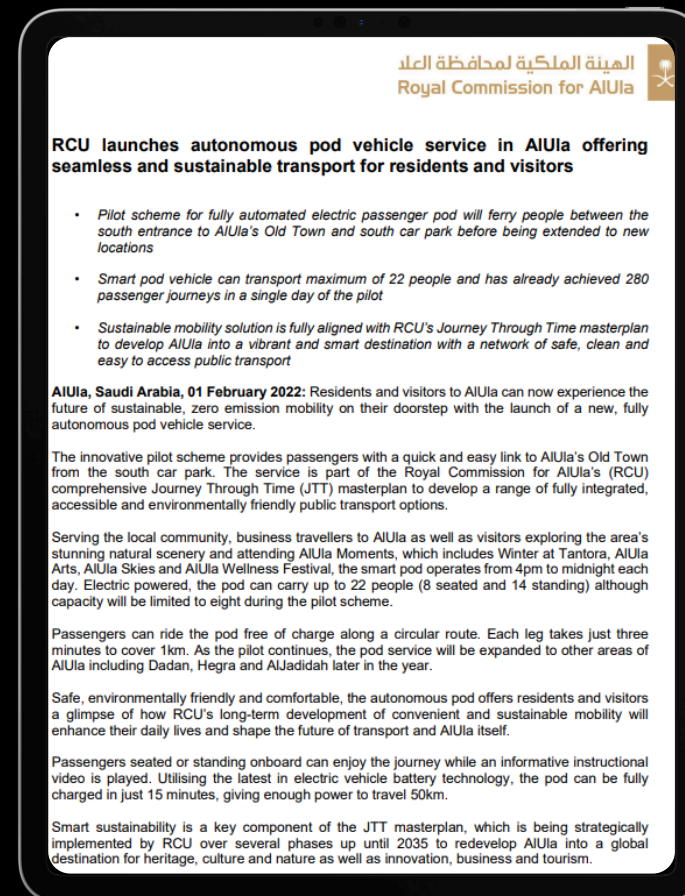
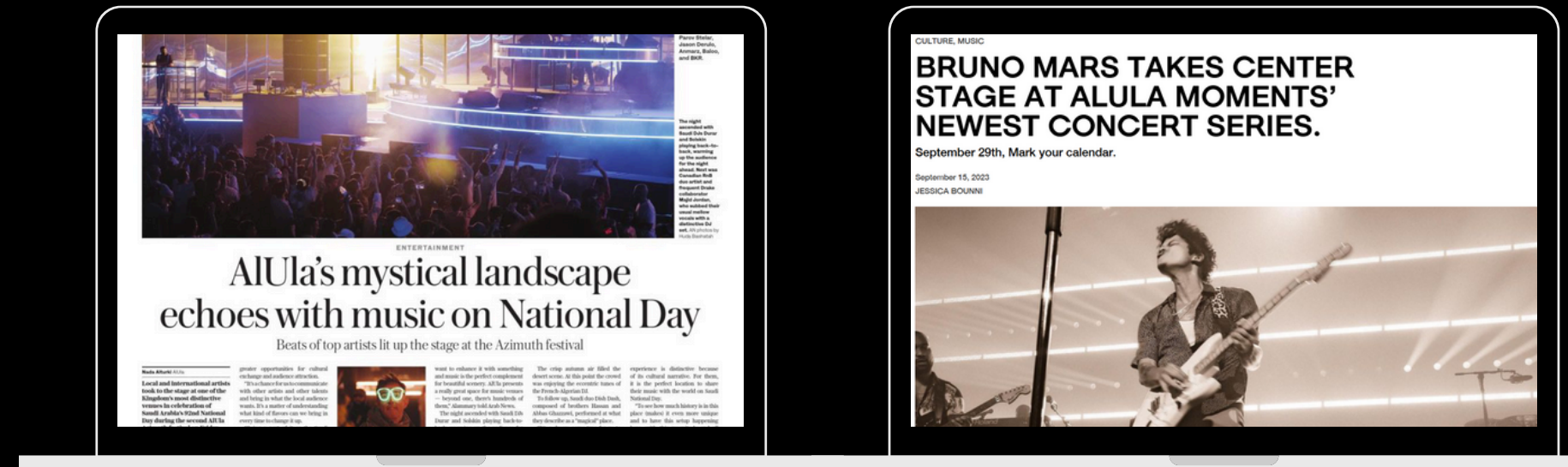
## Awards:

- 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



# 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)

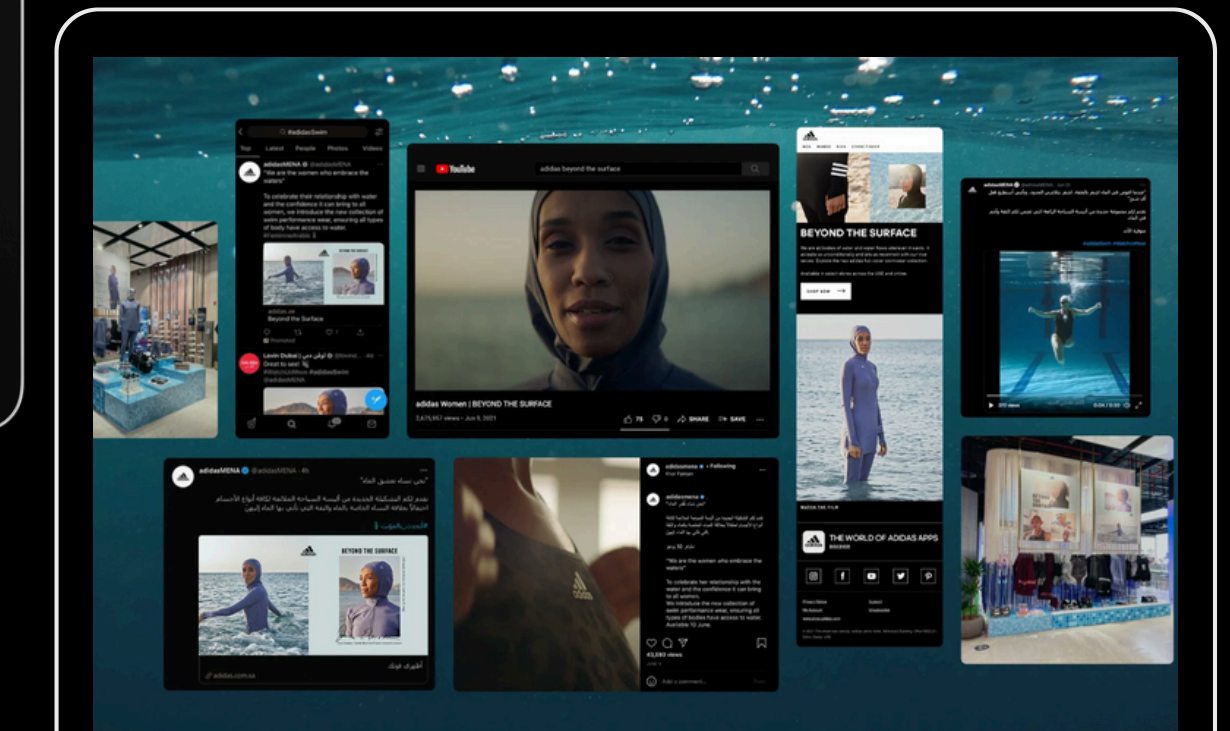
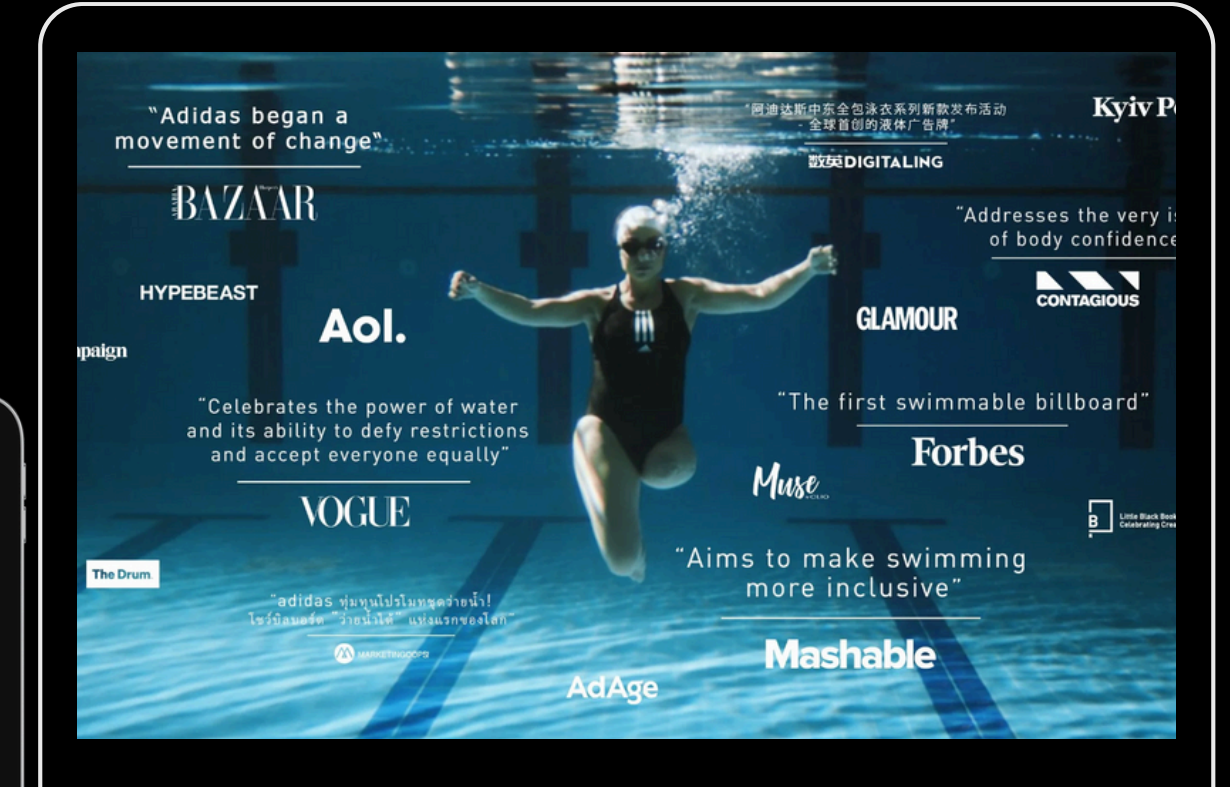
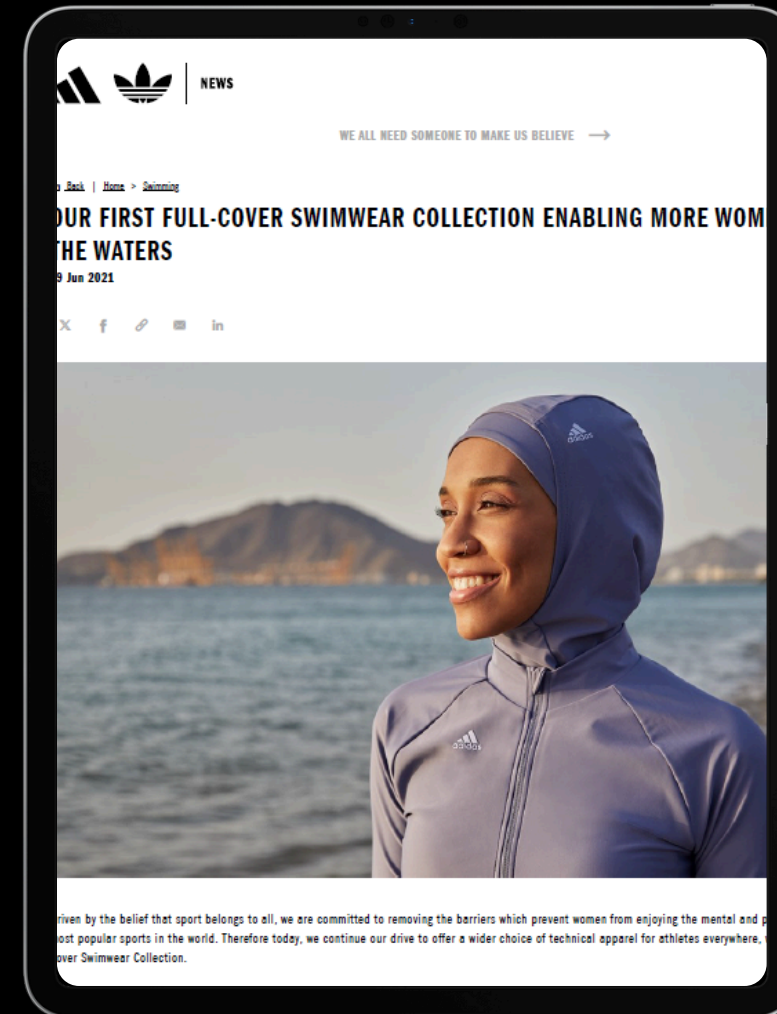
**350M+**

## Earned Media (AVE)

**\$6M+**

## Countries Reached

# 60+





# COCA COLA

## 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

THE *Coca-Cola* COMPANY

### 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™ winners Iker 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: <https://www.businesswire.com/news/home/20220512005313/en/>

 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 Stop Event in Dubai. Photo Credit: Getty Images

"As football fans around the world gear 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 passion for the game."

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 consumer experiences.

"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 first-stop event in Dubai.



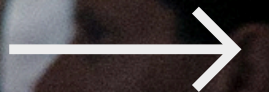


# ***Brands***

***200+  
Clients***

***25+  
Countries***

***Diverse  
Industries***





*Trusted by brands  
all over the world*







**CONVINCED YET?  
I'M READY WHEN  
YOU ARE.**

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