

# BASHAR ALAEDDIN

- Strategic Social-Digital-Media Communications Consultant for Government and National Projects-Events
- Creative Multi-Media Content Producer & Editor
- Data & Insights Analyst



## PROFILE



In this industry, it all comes down to two things: anticipating last minute changes, and doing your best to pre-empt them!

Cultivating a strong online presence requires strategic insight and operational efficiency. As a seasoned media strategist, I partner with high-profile individuals and brands to enhance their digital image. By crafting compelling narratives and anticipating challenges, I help clients navigate social media complexities to achieve lasting impact and success.



## CONTACT

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basharalaeddin.com

## EXPERIENCE

Nov.2022 - present

Hill + Knowlton Strategies / Content + Publishing

Dubai / Abu Dhabi

### Senior Account Manager

Digital & Strategic External-Communications / Social / Content / Analytics for various Energy (Oil/Gas) + Industrials/Tech/Govt clients in Abu Dhabi & Riyadh:

Abu Dhabi Airports, TAQA Group, Emirates Water & Electricity Comp. (EWEC), Alat Technologies

Sept. 2022 - Nov. 2022

Qatar Museums - Chairperson's Office - HE Sheikha Al Mayassa Bint Hamad Al Thani  
Doha, Qatar

### Head of Social Media & Content

Lead on the creation and delivery of the social media and content strategy across the Her Excellency's social media channels, and play a pivotal role in the progression of the channels to ensure they are dynamic, engaging and in sync with wider communication efforts across other organisations under HE's purview. Work closely with a wide range of stakeholders across QM's estate to facilitate content production and publication which will ensure QM's social media presence effectively promotes Qatar Museums and reaches and activates local and global audiences.

July 2021- April 2022

Expo 2020 Dubai

Dubai, U.A.E

### Lead Manager, National Days Ceremonies, Media Operations Dept.

Part of the Media & Operations team responsible for providing all the services and facilities in organizing 200+ National Day Ceremonies. Coordinating between country pavilions and Expo 2020 media & comms department creating the full structure, program and delivery of said national day ceremonies.

Jan. 2019 - Dec. 2020

Office of HRH Crown Prince Al Hussein - Media & Comms Dept.

Amman, Jordan

### Senior Manager: Social/News Media & Senior Audio/Visual Content Producer

In charge of his personal Insagram account. Managing a team of content creators & press officers. Building strategic content plans, forecasting potential opportunities from analyzing online/offline sentiment & insights from monitoring websites and s.m platforms. Making decisions on what media is intended for which channels among other various strategy/planning related tasks and responsibilities.

Nov. 2014 - Dec. 2018

Office of His Majesty King Abdullah II - Strategic Comms & Digital Media Dept.

Amman, Jordan

### Digital/Social Media Operations Supervisor & Strategist Officer

Supervising visual-media related responsibilities. Creating the Weekly Wrap Up video summary that are launched on RHC's s-m pages, special short-videos for HRH Crown Prince Al-Hussein, supervising technical aspects of going live and broadcasting on s-m channels during ceremonial events, strategically brainstorming ideas and online-products specifically for s-m consumption, forecasting content for national events.

## EDUACTION

2009 - 2010

Diploma - Digital Design

Vancouver Film School - B.C, Canada

2005 - 2006

Diploma - Digital Photography & Media

London Academy of Radio, Film & TV - London, U.K

2004 - 2005

Bachelor of Science, BusinessAdministration & Management

New York Institute of Technology - Amman, Jordan

## SKILLS & EXPERTISE

Social Media Mngmt.

Strategic Idea Development for Social Media

Adobe Suite  
MS Office

Media Analysis

Media Operations

Pattern/Trend Recognition

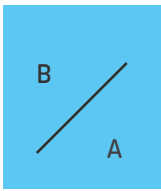
Protocol Planning

Research

Social Media Crisis Management & Policy

Monitoring





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## OTHER EXPERIENCES

Jan. - Jun. 2021  
Various Contracts

- Nudge Media, Dubai
- She Films, Abu Dhabi
- Sa'd Abu Jaber & Sons, Amman
- Precious Guest House, Amman
- Ivy Hygiene, Amman
- Challenger Team

Media Production Specialist / Producer / D.O.P / Editor  
Digital Media Strategist & Consultant

- Main producer & video-editor role on various video, film and advertising projects.
- An Alcohol & Beverage Distribution leader build and produce their social media presence and content.
- Consulting a Hygiene corporation on how to grow a side of their business through social media platforms
- Luxury private guesthouse in the Dead Sea of Jordan promote its personalized experiences and to generate leads and conversions on Instagram and Facebook.
- Developing a landing page and social media content plan for a summer training program for children in GCC to visit Jordan on a leadership workshop

Jan. 2010 - Dec. 2017  
Founder - Adasat Studios  
Amman, Jo

Social Media Manager / Digital Photographer / Videographer / Photo-Editor

My personal Photography/Video & Design studio based in Amman, Jordan where I created and produced images and content for local and international clients.

2006 - 2009  
Fluid Productions  
Amman, Jo

Head of Visual-FX - Professional Photographer

In charge of photography, motion graphics, title sequences, 2D animation of logo's and brands, time-lapse photography and post-production video. Location scout photographer and assisting in managing production jobs for major national clientele.

## RECENT CERTIFICATIONS

Oct. 2022 Crisis Management

Mar. 2024 Business Analytics with Excel:  
Elementary to Advanced

Mar. 2022 Google / Coursera

*Ask Questions to Make Data-Driven Decisions*

*Prepare Data for Exploration*

*Foundations: Data, Data, Everywhere*

Jan. 2021 Google

*Fundamentals of Digital Marketing*

## HOBBIES



Reading



Astronomy



Cooking



Podcasting



Video Games