

N O U R H A M M A D



• Senior Communications and Digital Media Officer •

+962 79 833 1681 • Amman, Jordan • contact@nourbgy.com • Sep 10th, 1993

ABOUT ME

An industrial engineer with a passion for communications, having 6 years of super experience who added value to companies that I worked in; with my creativity and motivated nature. Desiring a challenging position in a reputable organisation to aid the advancement and make positive contributions to it as I used to.

SKILLS

- Content Creator and communications focused
- Real-time and community management
- Graphic design Adobe (Photoshop, Indesign, Premiere)
- Writing ability and photographer
- Out of the box thinker
- Organized and committed to follow-up
- Videography and Photography
- Self-motivated
- Experience in WordPress
- Filmmaking

EXPERIENCE

- Aug 2021**
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Present
- Rafeeq Orgnaisation (NGO of PwD)**
Communications and Social Media Consultant
- Helping to develop and oversee social media communities dedicated to an organisation's brand
 - Liaising with the client organisation, donors, and partners to develop a social media strategy
 - Generating new ideas and approaches in order to reach Rafeeq's goals
- Mar 2020**
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Present
- Vision Hope International e.V. (INGO)**
Senior Communications and Digital Media Officer
- Develop and track Communication Strategies and Plans.
 - Collaborate closely with Country Offices and stakeholders in Jordan, Yemen, Lebanon, Germany, and Tunisia to formulate media and communications strategies.
 - Create content for various communication channels, such as blogs, press releases, newsletters, memos, website content, and social media posts, ensuring alignment with VHI's brand guidelines.
 - Prepare and distribute media materials.
 - Manage and monitor social media accounts.
 - Facilitate communication within the organisation.
 - Work on fundraising campaigns.
 - Translate between Arabic and English, and vice versa
 - Coordinate with Media Officers, occasionally conducting field visits.
 - Ensure systematic training on communication and build capacity of technical staff.
 - Hire interns, assess their needs, prepare onboarding processes, and assign specific projects.
 - Create and edit visuals and videos for VHI, ensuring they adhere to VHI's brand guidelines.
- Feb 2017**
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Present
- Freelance Content Manager**
- Work closely with the marketing team to produce concepts for clients.
 - Develop content strategy aligned with short-term and long-term marketing targets.
 - Branding, designing, and photo sessions with creative ideas.
 - Create and publish engaging content to the social media platforms to increase web traffic.
 - Stay up-to-date with developments and generate new ideas to draw audience's attention.
- Apr 2019**
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Dec 2019
- Generations For Peace (INGO)**
Communications and Media Intern
- Worked on the ongoing campaigns and events that highlight the work/key dates that relate specifically to GFP work in collaboration with other organisations such as UN Women JO, UNICEF JO, Ministry of Education, Ministry of Youth, Irish Embassy, Samsung (i.e. 16 days of Activism, FIFA Women's World Cup 2019, Hosting UN Youth Envoy #Youth2030, Geneva Peace Talks, Geneva Peace Week, Amman Peace Talks, International Day of Peace, Breast Cancer Awareness, Samsung - GFP Advanced Training, Local Media Event...).
 - Developing communications materials to support Communications Department.

- Preparing summaries/headlines for the WhatsApp newsletter
- Field visits to identify key volunteers (Local and International) with inspiring stories and brainstorm ideas to highlight them across different media and social media channels (i.e. short videos, blog stories, media interviews, posts, etc.)
- Developing regular written and visual blog entries to support the GFP Arabic blog platform.
- Translations of contexts, contents, scripts, and materials from English to Arabic and vice versa.
- Managing social media platforms and developing the content calendar for every month/week.

Dec 2017 Nawat Events Management (Local NGO)

- *Social Media Strategists*

Feb 2019 In-charge of organizing and coordinating public and private events which serve the humanitarian issues from conception to completion and evaluation. Include:

- Measured the success of every social media campaign.
- Followed-up and collect the feedback.
- Developed, implemented, and managed social media strategy to achieve marketing targets.
- Create social media content.
- Stay up-to-date with new digital technologies.

Jul 2017 AIESEC Malaysia | RUMAH BUDI Orphanage (Local NGO)

- *Exchange Participant*

- Dec 2017**
- Promoting mutual understanding between nations through cultural and educational exchanges.
 - Establishing, Monitoring, and Evaluating the performance goals and objectives for the school, students, and teachers.
 - Keeping teachers trained and motivated.
 - Preparing weekly reports on student attendance and performance.

Aug 2016 Silver Co. for trading & industrial supplies

- *Logistics and Procurement Engineer*

- Jun 2017**
- Recording and tracking supply inventory, equipment, and goods transactions for importing and exporting.
 - Tracking goods and documents from and to the concerned authorities.
 - Following customs regulations.
 - Testing the latest company's computer system and related methodologies for improving the recording procedures and processes pertaining to logistics.
 - Arranging appointments for foreign suppliers with national companies here in Jordan for business purposes.
 - A representative for the company at JOSPEX (Jordan Sweets and Pastries Exhibition).

COURSES AND TRAININGS

- 2022** • Digital Marketing For Non-Profits & Charities, Udemy
- 2021** • Go Pro (Social Media), Eric Worre
- 2019** • International Students Week in *Pakistan* 2019. ISWiP
- 2018** • Professional sales recognition course, by Ali Thiab
- 2017** • Social media management course, Media Lancer
- 2016** • Leadership trainings in Jordan, DubLi Network Organisation
- 2015** • Mini MBA course, Swiss E-Learning Institute
- 2015** • Leadership trainings in Jordan, Unstoppable Organisation
- 2014 - 2017** • A world-class E-commerce and E-business trainings and conventions in *UAE and Jordan*
- 2015** • Marketing course, Pioneers Academy
- 2014** • Total Quality Management course, Pioneers Academy
- 2014** • Practices in Human Resources Management course, Pioneers Academy
- 2011** • ICDL course, IEEE Hashemite University Branch

EDUCATION

- 2022 - 2023** • Arab Film School, Egypt
Diploma degree in Filmmaking
Directing Nadia short film
- 2011 - 2016** • The Hashemite University
Bachelor's degree in Industrial Engineering
- 2011 - 2010** • Greek Catholic School
High school (Tawjihi), Scientific Branch

LANGUAGE SKILLS

- Arabic:** Mother tongue
- English:** Very good



Developing Communication Strategies:

Collaborate with key stakeholders to understand organizational goals and objectives.

Develop and implement communication strategies that align with the overall business strategy.

Content Creation:

Write and edit content for various communication channels, including press releases, newsletters, website content, and social media posts.

Ensure that all communication materials are clear, consistent, and aligned with the organization's brand.

Media Relations:

Build and maintain relationships with media outlets, journalists, and influencers.

Prepare and distribute press releases and other media materials.

Respond to media inquiries and coordinate interviews.

Social Media Management:

Manage and update social media accounts to enhance the organization's online presence.

Create and curate engaging content for social media platforms.

Monitor social media channels for trends, mentions, and relevant discussions.

Internal Communication:

Facilitate communication within the organization to ensure that employees are informed about key developments, policies, and events.

Develop internal newsletters, memos, and other communication materials.

Event Planning:

Coordinate and support the planning and execution of events, such as press conferences, product launches, and community outreach programs.

Ensure effective communication before, during, and after events.

Crisis Communication:

Develop crisis communication plans to address potential issues and manage communication during crises.

Act as a spokesperson for the organization during challenging situations.

Brand Management:

Work to maintain and enhance the organization's brand image.

Ensure that all communication materials adhere to brand guidelines.

Metrics and Analysis:

Track and analyze the effectiveness of communication strategies.

Use data and feedback to make improvements and adjustments to communication plans.

Collaboration and Coordination:

Collaborate with cross-functional teams, including marketing, public relations, and other departments.

Coordinate with external vendors, agencies, and partners as needed.

Technology Proficiency:

Stay current with communication technologies and tools.

Utilize software and platforms for content creation, social media management, and analytics.