

# AHMED NAAZIM

## MEDIA, COMMUNICATION & VISUAL BRANDING PROFESSIONAL

Doha, Qatar | +974 7059 8244 | info@ahmednaazim.com |  
cv.ahmednaazim.com



### Professional Summary

Communications and media professional with over a decade of experience supporting institutional, corporate, and community-based communication initiatives. Strong background in visual communication, digital content coordination, event management, pricing and data analysis, and corporate social responsibility (CSR) programs. Highly organized and detail-oriented, with proven administrative, reporting, and stakeholder coordination skills. Experienced in leveraging Microsoft Office, Adobe Creative Suite, and generative AI tools to improve communication efficiency, clarity, and operational effectiveness.

### Technical & Digital Expertise

- Microsoft Office Suite (Word, Excel, PowerPoint)
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- Generative AI Tools for Content Creation, Media Support & Workflow Automation
- Google Workspace, Analytics & Reporting Tools
- Digital Media Management & Publishing Platforms
- Magazine & Brochure design

### Education

**BA (Hons) Global Business –  
University of the West of Scotland,  
UK**

**Diploma in Business Management  
(Level 4 & 5) – OTHM, UK**

### Languages

**English – Fluent | Arabic – Basic |  
Tamil & Sinhala – Conversational**

### Core Communication & Branding Skills

- Corporate & Institutional Communication
- Digital Content Planning & Coordination
- Event Planning, Logistics & Execution
- CSR & Community Engagement Programs
- Stakeholder & Vendor Coordination
- Administrative & Operational Support
- Reporting, Documentation & Data Analysis
- Website & CMS Administration (WordPress)
- Cross-functional Team Coordination

## Work experience

### Administrative, Marketing & Communications Lead

Alankara Decoration & Printing W.L.L | Doha, Qatar

Mar 2025 – Present

- Take overall responsibility for the company's administrative, marketing, and communication functions, reporting directly to management.
- Plan and organize workflows, priorities, and timelines across administration, design, and production teams.
- Set communication standards and manage client-facing communication, ensuring clarity, consistency, and professional delivery.
- Oversee pricing support, quotations, and job approvals, ensuring commercial accuracy before production begins.
- Review and approve marketing, print, and communication outputs before release or delivery.
- Prepare management reports covering workload status, timelines, operational performance, and ongoing jobs.
- Lead internal process improvements, introducing better documentation, reporting structures, and communication flow.
- Guide and train staff on work processes, communication practices, and operational standards.
- Coordinate supplier and vendor relationships from a planning and quality-control perspective, not just follow-ups.
- Support management in business planning, marketing initiatives, and operational decision-making.

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### Media & Communication Coordinator

Liverpool John Moores University – OUC | Doha, Qatar

Jun 2020 – Feb 2025

- Took overall responsibility for institutional communication, covering digital platforms, internal communication, media outputs, events, and campaigns.
- Managed the university website end-to-end, including content planning, approvals, and CMS administration, contributing to a 60% increase in user engagement.
- Planned and delivered large-scale institutional events, including three graduation ceremonies with over 800 attendees each.
- Led visual and editorial communication for campaigns, official announcements, and university events, ensuring brand and messaging consistency.
- Planned and delivered CSR and community initiatives, including the Ramadan Food Drive, engaging more than 300 participants.
- Managed vendor coordination, logistics planning, scheduling, and budget tracking, achieving a 20% reduction in event-related costs.

## **Independent Consultant – Visual Communication & Content Creation**

International Clients | Canada, Australia, Sri Lanka & Middle East

Mar 2021 – 2025

- Work with international clients on visual communication, content creation, and brand-led communication, supporting both marketing and business needs.
  - Advise clients on communication structure, visual storytelling, and content direction to ensure clarity and consistency across platforms and markets.
  - Support marketing and communication planning, including campaign ideas, content frameworks, and execution guidance.
  - Design and support creative and digital solutions, combining visual design, content strategy, and modern tools to improve impact and efficiency.
  - Guide clients on the practical use of digital and AI-assisted tools to streamline workflows while maintaining quality and brand control.
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## **Media and Marketing Specialist**

Fraser Suites Doha | Doha, Qatar

Feb 2019 – Jun 2020

- Managed the hotel's digital presence across social media platforms, ensuring consistent brand visibility and professional presentation.
- Created and published media content, including photography, video, and graphics, to support marketing activities and brand positioning.
- Supported the planning, organization, and execution of in-house exhibitions and cultural initiatives hosted at the property.
- Played a key role in organizing photography exhibitions, including events aligned with the Qatar-India Year of Culture, contributing to the hotel's engagement with cultural and community audiences.
- Assisted in the coordination and documentation of exhibitions and events, ensuring proper visual coverage and media readiness.
- Contributed to strengthening the hotel's brand presence through structured media development and event support.

## **Pricing & Revenue Analysis Specialist**

flydubai – GSA | Doha, Qatar

Jun 2016 – Jun 2018

- Worked closely with the airline's central pricing and revenue teams, supporting structured communication between local operations and regional management.
  - Prepared pricing reports, performance summaries, and operational updates for internal review and management discussions.
  - Supported operational coordination during flight disruptions, including cancellations and schedule changes, working with airport operations teams and internal departments.
  - Handled passenger complaints and escalation cases, ensuring proper documentation, investigation, and internal follow-up.
  - Supported internal legal and compliance-related cases, coordinating with airport teams and internal stakeholders to gather information and resolve issues.
  - Participated in management review meetings, contributing operational feedback, incident summaries, and market observations.
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## **Operations & Travel Coordinator**

Mannai Corporation QPSC | Doha, Qatar

Dec 2012 – Jun 2016

- Managed corporate travel and operational coordination for business units, VIP delegations, and international events.
- Worked closely with multiple internal departments to align operational requirements, approvals, scheduling, and documentation.
- Represented the organization as the on-site coordination officer at Aspire Zone Foundation, supporting administrative operations and stakeholder communication.
- Supported planning and execution of logistics for major international events, including the Al Kass International Cup and Aspire4Sport Congress.
- Maintained operational records, reports, and coordination documentation to support management oversight and smooth execution.

## **Operations & Administrative Officer**

Reliance Travels & Tours Pvt Ltd | Colombo, Sri Lanka

Jan 2012 – Dec 2012

- Oversaw day-to-day travel operations and administrative processes for corporate and VIP travel accounts.
  - Coordinated directly with international airlines and IATA-related systems, including GDS bookings, ticketing, reissues, and cancellations.
  - Managed invoicing, payment follow-ups, and bank-related transactions in line with airline and company procedures.
  - Supported VIP travel management, handling complex itineraries, priority bookings, and urgent changes.
  - Assisted in onboarding and training new operations staff on booking systems, procedures, and workflow standards.
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## **Customer Service Officer**

Al Tayyar Travel Group | Riyadh, Saudi Arabia

Nov 2009 – Nov 2011

- Handled customer inquiries related to travel bookings, ticketing, itinerary changes, and general travel support.
- Assisted clients with flight reservations, fare options, and basic travel documentation requirements.
- Coordinated with internal teams to resolve booking issues, schedule changes, and customer concerns.
- Maintained service quality standards while managing multiple customer requests in a fast-paced travel environment.

## **SPEAKING, WORKSHOPS & PUBLIC ENGAGEMENT**

- Speaker & Workshop Facilitator – Doha Photography Festival, delivered two sessions at Qatar Photography Center, under the Ministry of Culture, Qatar, in collaboration with Nikon and Canon (2021–2025).
  - Workshop Facilitator – Visual Communication & Content Creation Conducted practical visual communication and content creation workshops for students at Liverpool John Moores University – OUC, Qatar, focusing on visual storytelling and creative practice.
  - Workshop Facilitator – AI & Creative Technology, delivered practical sessions on generative AI for content creation and visual communication.
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## **PUBLICATIONS**

- Prepared and wrote news articles and event-related content for publication in local newspapers and magazines.
- Published works appeared in The Peninsula, Gulf Times, Marhaba Qatar, and Qatar Tribune.