

Maram Alkayed

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Personal Details:

• Nationality: **Canadian | Jordanian** • Gender: **Female**

Marketing, Communications, and Content Director

Highly motivated and results-driven communications and marketing professional with progressive experience in corporate communications, creative content, branding, marketing, media production, and journalism. Equipped with an excellent educational record, holding an MBA from the top 10 universities in the world and an MA from the top 20 universities in the world.

An expert at writing, editing, and proofing corporate content, executive speeches, press releases and marketing campaign materials. Highly experienced in constructing marketing and communication strategies from scratch and seeing them through to successful completion. Specialised in ideation, editorials, print, digital media, as well as social media.

Proficient in identifying errors and collaborating with writers, photographers, graphic designers, and web developers to produce award-winning content. Possess a valuable combination of leadership and project management skills. Thrives in fast-paced environments and consistently meets deadlines. Astute analyst, strategic thinker, and creative problem solver.

Career Experience

Account Director. Publicis Group. Riyadh, KSA

2024- Present

- Lead a diverse team of 18+ professionals, managing the high-profile Saudi Tourism Authority account
- Develop and execute comprehensive marketing strategies to promote Saudi Arabia as a premier global tourism destination
- Oversee multi-channel campaigns, including digital, social media, and experiential marketing initiatives
- Drive account growth and maintain strong client relationships through strategic planning and exceptional service delivery
- Manage project budgets, timelines, and resources to ensure optimal ROI and client satisfaction
- Serve as the primary point of contact between Publicis Group and the Saudi Tourism Authority, ensuring seamless communication and project execution

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Marketing & Communications Senior Manager. Misk Foundation. *Riyadh, KSA*

2023 – 2024

Through a joint consultancy contract between the Misk Brand— mainly Misk Foundation and Misk Schools— and the British Inspirational Group, my role entitles that I:

- Craft tailored communication strategies and marketing campaigns that elevate the Misk brand
- Cultivate and nurture long-term relationships between Misk and other local entities as well as international giants, ensuring a seamless and robust connection
- Act as the voice of Misk internally and externally, providing insightful feedback in all directions
- Identify opportunities for growth within existing projects while also expanding outreach and brand recognition
- Navigate complex negotiations and resolve issues with poise both internally and with partner organisations
- Maintain a deep understanding of market trends and competitive dynamics, placing Misk at the forefront of industry advancements

Content & Communications Manager, FII Institute. *Riyadh, KSA*

2022 –2023

Working to deliver 'Davos in the Desert' (a.k.a FII Conference) as well as several other events, roundtables, and publications— I was tasked with:

- Managing communications on sensitive announcements made to the public at the Institute's events
- Overseeing that all content and communications released by the Institute adheres to brand guidelines and tone
- Liaising with key strategic, academic and media partners on joint marketing and communication campaigns
- Drafting, reviewing and editing press releases, C-level presentations, speeches, and interviews
- Monitoring all news articles, press releases and social media mentions of the Institute

Copywriter, Abu Dhabi Airports. *Abu Dhabi, UAE*

2021 – 2022

In a joint contract between Pyxis and Abu Dhabi Airports, my role entitled managing the creative content and sensitive, high-level communications of the AD Airports' corporate office, the five operational airports which fall beneath it, and the opening of the new, unprecedented Sheikh Zayed Airport.

- Managed the creative content related to the opening of the new airport, making sure it adheres to brand identity
- Ensured that the company's internal and external communication/marketing materials have a consistent voice

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- Wrote and reviewed the speeches and interviews of top C-level executives for private and public purposes
- Positioned the company through written and visual content in traditional, digital, and social media
- Strategically planned media exposure opportunities that engage stakeholders, government entities and the public
- Reviewed the content and artwork done by the branding, marketing, events, and communication teams

Copywriter, ST Group. *Dubai, UAE*

2021 – 2021

Revamped the content strategy of 15 companies under the group, often starting from scratch. Drafted creative materials for mar-comms and pitched them to the Chairman of the group, His Excellency Sheikh Salem Bin Sultan Al Qasimi.

- Developed personalities for all the companies and divisions of the group
- Revamped the content on existing platforms and created engaging content for new ones
- Continuously liaised with the senior management to create marketing campaigns materials in line with their needs
- Managed the SEO of the website as well as the wording of social media content
- Led the content of a country-wide brand awareness campaign to highlight the group's activities

Journalist, The Jordan Times. *Amman, Jordan*

2017 – 2021

Improved readership by developing articles (both written and video) on current national and regional events such as education, culture, protests, and economics for the only English newspaper in Jordan. Leveraged strong analytical capabilities and solid experience to investigate facts, perform research, and conduct interviews in irregular schedules and tight deadlines. Scheduled and executed interviews with high-level military and government officials.

- Successfully wrote between 25-30 articles a month, many of which for the front page
- Held a security pass to cover Royal events for the King of Jordan and the Crown Prince
- Credited for publishing high-quality articles, being featured in more than 5 platforms after publication

Author, Global voices. *Amman, Jordan*

2017 – 2018

- Researched and wrote articles on overlooked aspects of Jordanian society to improve international readership
- Commended by senior management for excellent work and articles being translated into more than 9 languages each and reprinted in several other newspapers

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Education

Global MBA, 2025

Currently Studying

University of London. London, England

MA in International Affairs, 2021

Graduated with Honours (Merit)

King's College London. London, England

BA in Applied English, 2019

Graduated with Honours (3.7 GPA)

University of Jordan. Amman, Jordan

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