
Reem Ahmed , Marketing and Communications Director

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SUMMARY: Visionary marketing leader with over 14 years of impactful experience driving high-performance marketing and public relations strategies across the real estate and hospitality sectors. Recognized for crafting innovative, data-driven campaigns that elevate brand visibility, customer engagement, and revenue growth. Adept at transforming complex market insights into compelling narratives and strategic initiatives aligned with business goals. A proven leader who inspires teams, drives cross-functional collaboration, and delivers measurable results in dynamic, competitive environments. Passionate about building brands that create lasting impact and value.

WORK EXPERIENCE**Sep 2025 – Present | Head of Marketing and Communications, Thakher Development**

- Directing the overall marketing and communications strategy for a leading real estate developer focused on Makkah’s sustainable growth.
- Spearheading comprehensive brand management initiatives to ensure consistency across all channels and reinforce the organization’s vision as the Holy City’s preferred destination.
- Overseeing all aspects of communication—including public relations, corporate communications, content development, and social media—to maximize impact and engagement.
- Leading media relations and stakeholder engagement, serving as the primary media contact and providing strategic counsel to senior leadership on communication and reputation management.
- Managing the marketing and communications budget, ensuring optimal resource allocation to achieve strategic objectives.
- Guiding the creation of high-quality bilingual content (Arabic and English) aligned with the brand identity and core values.
- Collaborating with cross-functional teams to ensure communication efforts support business priorities and key project milestones.
- Monitoring and analyzing performance metrics and KPIs to measure effectiveness and drive data-informed improvements.

Nov 2024 – Sept 2025 | Senior Residential Development Marketing Manager, Red Sea Global

- Developed and executed innovative, data-driven marketing and communications strategies tailored to the real estate and hospitality sectors.
- Championed brand recognition and business growth through impactful multichannel campaigns, media relations, public relations, and social engagement initiatives.
- Oversaw the optimization of the Red Sea Residences website, ensuring engaging, up-to-date content that attracted investors and residents.
- Collaborated cross-functionally to deliver high-impact events, roundtables, and campaigns that exceeded marketing objectives.
- Provided strategic direction for creative briefs and guided the visual identity across all marketing and communications materials.
- Monitored and analyzed campaign performance, leveraging insights to enhance future marketing initiatives and achieve KPIs.
- Managed external marketing agencies and partners to ensure timely delivery and high-quality outcomes.

August 2023 – November 2024 | Senior Corporate Communications Manager – MENA Region, CBRE

- Directed the corporate communications strategy for the MENA region, aligning messaging with global brand standards and regional business objectives.
- Built and maintained strong relationships with key media outlets and journalists to secure positive press coverage.
- Developed engaging content strategies and formats (including webinars, podcasts, and videos) to strengthen audience engagement.
- Oversaw internal communications to ensure alignment with corporate goals and enhance employee engagement.

December 2021 – August 2023 | Marketing and Communications Director, Naif Al Rajhi Investment

- Led comprehensive marketing initiatives encompassing brand management, media relations, events, digital marketing, and social media presence.
- Executed long-term marketing strategies that achieved significant brand growth and market share expansion.

- Supervised the production of high-quality marketing materials consistent with brand identity and target audience.
- Cultivated strong relationships with the media to secure coverage that elevated the company's profile.

October 2018 – December 2021 | Cluster Marketing and Communications Director, Marriott Hotels

- Designed and implemented marketing strategies for a cluster of hotel properties, driving brand recognition and customer loyalty.
- Oversaw digital marketing, public relations, social media, and event management initiatives.
- Analyzed market trends, competitor activity, and customer engagement data to ensure accuracy, consistency, and impactful outreach.

August 2015 – October 2018 | Marketing and Communications Manager, Hyatt Hotels

- Created and managed targeted marketing campaigns emphasizing digital marketing, social media, and PR activities.
- Developed innovative strategies and collaborated with sales teams to boost bookings and revenue growth.

December 2012 – August 2015 | Marketing and PR Manager, Al Mashreq Boutique Hotel

- Planned and executed PR and marketing campaigns that enhanced brand visibility and customer engagement.
- Partnered with sales teams to develop integrated strategies that increased bookings and revenue.
- Managed public relations, events, and content marketing to position the hotel as a premier destination.

November 2010 – December 2012 | Marketing and PR Assistant Manager, Four Seasons Hotel Riyadh

- Liaised with international media, managed press inquiries, and built relationships with key journalists and outlets.
- Conceptualized and executed engaging social media content to promote hotel services and special offers.
- Collaborated with sales on targeted email marketing campaigns to boost awareness and bookings.

EDUCATION

- Khartoum University – Khartoum, Sudan | *2006 – 2007*

Postgraduate Diploma in Business Administration (MBA Equivalent) Acquired in-depth knowledge of business management, strategic planning, and organizational leadership principles.

- Future University – Khartoum, Sudan | *2001 – 2004* Bachelor's Degree in Computer Engineering

Gained a strong foundation in computer systems, software development, and engineering principles.

SKILLS

Strategic Expertise: Marketing Strategy | Brand Management | PR & Corporate Communications.

Digital & Creative: Digital Marketing | Content Strategy | Event Management.

Leadership & Analytical: Strategic Thinking | Collaboration | Analytical Skills.

LANGUAGES

Arabic: Native

English: Fluent