

WASIM AYESH

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Dear Hiring Manager,

As I refine my strategic business expertise through an ongoing MBA program, I currently serve as Communications and Publications Director at [King's Academy](#) in Jordan and bring over 19 years of experience leading high-impact **communications, public relations, and digital marketing** initiatives across prestigious educational, public, and non-profit institutions in Jordan and Saudi Arabia.

In my present role, I was brought back to King's Academy to rebuild and realign the Communications and Publications department after a prolonged leadership gap. I have since restructured the team, introduced clearer governance and KPIs, revitalized internal and external communications, and initiated a comprehensive update of the school's website, digital presence, and promotional materials to better support the Academy's strategic objectives.

Previously, as Director of Communications and Marketing at [Misk Schools](#) in Riyadh, I spearheaded initiatives that significantly enhanced brand visibility and stakeholder engagement. I oversaw a multidisciplinary team and a sizeable annual budget, led the launch of a new website and a robust multimedia content suite, and drove digital marketing efforts—including SEO, campaigns, and performance tracking—that resulted in a substantial increase in social media engagement and stronger positioning for the school.

Across these roles, I have consistently developed and executed integrated communications strategies, managed complex stakeholder relationships, and produced bilingual content that resonates with diverse audiences. My background combines strategic thinking with hands-on execution across traditional, digital, and experiential channels.

Here's what I can deliver:

- **Strategic Communications Leadership:** Development and execution of comprehensive internal/external communication strategies that align with organizational goals and effectively engage diverse stakeholder groups.
- **Brand Management and Promotion:** Enhancing brand visibility and positioning through targeted marketing initiatives and consistent brand messaging across all platforms.
- **Media Relations and Crisis Communication:** Building and maintaining strong relationships with media outlets, managing crises effectively, and safeguarding the organization's reputation.
- **Digital Marketing Expertise:** Leading digital transformation with SEO, social media, and content marketing strategies that drive engagement and business growth.
- **Event Management and Planning:** Orchestrating high-profile events, conferences, and ceremonies that align with corporate objectives and enhance stakeholder relationships.
- **Content Creation:** Producing compelling, bilingual content that resonates with international audiences, fostering global communication and understanding.
- **Team Leadership and Development:** Mentoring and leading teams to foster a collaborative environment and drive the collective success of the communications department.

I look forward to the opportunity to discuss how my background, skills, and enthusiasm align with the needs of this role.

Thank you for considering my application.

Sincerely,

Wasim Ayesh

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STRATEGIC COMMUNICATIONS LEADER

Elevating corporate narratives and brand excellence on a global scale

Dynamic and results-driven leader with over 19 years of experience in driving high-impact communication, marketing strategies, and excelling in public relations and event management within prestigious organizations. Proven track record of enhancing brand visibility, driving business growth, and orchestrating successful events. Skilled in developing and executing comprehensive multimedia marketing campaigns, managing cross-functional teams, and fostering media relations to amplify organizational presence globally.

AREAS OF EXPERTISE

- Strategic Communication Planning
- Brand Management
- Event Planning & Coordination
- Community Engagement
- Media Relations & Publicity
- Content Development & Writing
- Cultural Sensitivity & Alignment
- Collaborative Leadership
- Digital & Social Media Marketing
- Budget & Resource Management
- Performance Tracking & Reporting
- Team Building & Mentoring

PROFESSIONAL EXPERIENCE

King's Academy, Madaba, Jordan

COMMUNICATIONS AND PUBLICATIONS DIRECTOR (11/2025 – until now)

Rejoined the Academy to rebuild and lead the Communications and Publications function after a leadership gap. Oversee a team of three covering internal and external communications, media and external relations, publications, digital channels, and multimedia production, ensuring all activity supports the Academy's strategic priorities and brand positioning.

Key Projects:

- Stabilize and restructure the department by clarifying roles, workflows, and governance, and introducing KPIs for all team members to improve accountability and performance.
- Revamp internal and external communications to be more visually appealing, bilingual, and audience-focused, contributing to stronger engagement with students, parents, staff, alumni, and partners.
- Strengthen the Academy's digital presence by enhancing social media content, introducing a more consistent posting calendar, and aligning organic and paid campaigns with key recruitment and brand objectives.
- Lead the concepting and production of high-quality multimedia assets—videos, photography, and digital stories—to promote the Academy's initiatives and programs locally, regionally, and internationally.
- Upgrade existing print collateral and promotional materials to reflect a modern, coherent visual identity and ensure consistency across all touchpoints.

Freelancer, Riyadh, Saudi Arabia

COMMUNICATIONS / PUBLIC RELATIONS CONSULTANT (01/2024 – 10/2025)

Misk Schools, Riyadh, Saudi Arabia

DIRECTOR OF COMMUNICATIONS AND MARKETING (10/2021 – 10/2023)

Served as a member of the Senior Leadership Team, overseeing three divisions within the department: Communications, Marketing, and Events. Crafted holistic strategies to enhance brand visibility. Established and monitored key performance indicators (KPIs) to measure and optimize effectiveness. Oversaw internal and external team of five and annual budget of SAR 5.5M to ensure resource allocation was optimized for highest return on investment. Managed digital marketing efforts, including website enhancement, campaign development, SEO optimization, and performance tracking.

Key Projects & Achievements:

- Directed successful launch of new website, promoted transition to new campus, and enhanced online presence.
- Spearheaded development of comprehensive video suite and photo library, enriching media resources and supporting dynamic communications and marketing initiatives.
- Produced diverse range of bilingual publications, effectively broadening audience reach and engagement while reinforcing institution's brand identity across multiple languages.
- Executed targeted social media strategies that tripled LinkedIn followers and significantly increased organic engagement, demonstrating a proactive and effective approach to digital audience growth.
- Secured high-profile editorial coverage and speaker engagements at leading educational events, and strengthened media relations through targeted outreach programs, successfully elevating the institution's profile and public perception.

- Successfully implemented and executed crisis management protocols, establishing clear communication guidelines and procedures to ensure effective response during emergencies.
- Planned and executed several high-profile events and ceremonies, receiving positive feedback from stakeholders.

King's Academy, Madaba, Jordan

ASSOCIATE DIRECTOR OF COMMUNICATIONS (08/2017 – 09/2021)

Shaped and implemented overarching communications strategy, including media relations, brand management, and public engagement, to foster strong relationships with parents, alumni, donors, and community. Oversaw internal and external communications, digital presence, and served as primary liaison for press. Directed major school events, such as commencements, and fundraising galas, to maximize positive exposure.

Key Projects & Achievements:

- Led and executed video and photography projects, efficiently managing Academy's archival system to preserve and showcase historical and current activities.
- Developed and maintained strong media relations, securing positive coverage for Academy across local and regional outlets, enhancing public image and outreach for events and activities.
- Expertly edited and proofread Arabic-language communications, overseeing content production and ensuring accuracy of all official Arabic texts, including documents, handbooks, and websites.
- Contributed to student recruitment efforts by collaborating with Office of Admissions, leveraging both online and print advertising to attract domestic, regional, and international students.

SENIOR COMMUNICATIONS AND MEDIA RELATIONS MANAGER (08/2015 – 07/2017)

COMMUNICATIONS AND MEDIA RELATIONS MANAGER (11/2014 – 07/2015)

Oversaw communications and public relations initiatives and played pivotal role in developing and implementing comprehensive media relations, communications, and public image plans. Created content, managed press relations, and coordinated with various departments to ensure consistent messaging. Monitored and analyzed media coverage and public perception to protect organization's reputation and enhance standing in relevant sectors.

Key Projects & Achievements:

- Successfully expanded social media reach, including substantial increase in organic followers and development of varied multimedia content, effectively promoting Academy's activities and achievements.
- Spearheaded media outreach initiatives, achieving unprecedented levels of exposure, particularly during commemoration of Academy's 10th anniversary, significantly boosting public awareness and engagement.
- Collaborated with design and content creation team to lead production of prestigious annual 'Beyond King's' magazine, showcasing Academy's yearly accomplishments, narratives, and updates.

COMMUNICATIONS AND EVENTS MANAGER (08/2009 – 10/2014)

COMMUNICATIONS AND EVENTS OFFICER (08/2007 – 07/2009)

Managed significant events and communications efforts, and assisted Director of Communications in developing both short and long-term communications strategies. Authored bilingual press releases and informational content for Academy's various publications, brochures, and leaflets.

Key Projects & Achievements:

- Directed production of public promotional materials, including videos, photographs, presentations, and multimedia programs, significantly enhancing Academy's visibility and outreach.
- Worked closely with online services team to develop and implement comprehensive social media strategy, increasing engagement and online presence across various platforms.
- Led and executed events, conferences, receptions, lectures, and ceremonies, managing all aspects of event planning from administration and protocol to sponsorship, logistics, and on-site coordination.
- Established and nurtured relationships with media personnel, ensuring all press releases, speeches, and press interviews were strategically aligned with corporate branding and professional public image.

ADDITIONAL EXPERIENCE

PUBLIC RELATIONS OFFICER, Jordan Deposit Insurance Corporation JODIC, Amman, Jordan, 2006 – 2007

PUBLIC RELATIONS AND EVENTS OFFICER, Insurance Commission of Jordan, Amman, Jordan, 2005 – 2006

OFFICE AND TRAVEL ASSISTANT, United Nations University-International Leadership Institute, Amman, Jordan, 2002 – 2005

EDUCATION & CREDENTIALS

- **Master of Business Administration**, Bahçeşehir University (BAU), Istanbul, Turkey {Expected graduation 01-2026}
- **Bachelor of Business Administration, Honors Graduate**, Applied Science University, Amman, Jordan

- [Master Digital Marketing](#) Learning Path, certified by LinkedIn
- [Brand Strategy](#), certified by the Project Management Institute PMI
- [Crisis Communication](#), certified by the National Association of State Boards of Accountancy (NASBA)

PROFESSIONAL TRAINING

- CASE Summer Institute in Communications and Marketing, Boston, MA, USA
- The Council of British International Schools (COBIS) Conference for Marketing & Admissions Staff, The Hague, Netherlands
- Certified Public Relations Manager Certification training course, American Certification Center ACC, Amman, Jordan
- Advanced Public Relations Master Class, Institute for International Research (IIR), Dubai, UAE
- Public Relations and Protocol and Etiquette, Jordan Institute of Diplomacy, Amman, Jordan

LANGUAGES

Arabic (Native) | English (Fluent)