

DALIA S. HASHIM

D.O.B. 13/03/1987

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PROFILE

Strategic communications and editorial director with 15+ years' experience leading multilingual teams, building regional platforms and shaping brand narratives across publishing, luxury and heritage sectors. I design integrated campaigns, messaging frameworks and executive positioning that turn complex ideas into clear public narratives aligned with Vision 2030.

I lead media relations, internal and external communications, reputation risk and crisis readiness and cross-platform content. I've launched cross-cultural initiatives in the UK and Saudi Arabia, developed content ecosystems for global and London-based brands and led high-impact storytelling across digital, print and experiential formats.

LANGUAGES

Arabic, English (Mother Tongues); French, Italian & Portuguese (Fluent); Spanish (Intermediate)

CORE SKILLS

- Strategic communications, PR and media relations
- Internal and external communications
- Reputation risk and crisis communications
- Messaging frameworks and executive positioning
- Content ecosystems and editorial direction
- Stakeholder engagement and C-suite presentations
- Integrated campaign planning and delivery
- Event communications and cultural activations

PROFESSIONAL EXPERIENCE

Ethos Interactive (Riyadh)

Associate Communications Director | Dec 2025 – Present

- Build and own brand-specific content pillars, ensuring each client's communication system ladders up to strategic positioning and business objectives.
- Architect Hero Content Programmes across Adeera, Geidea and AMEX KSA, designing narrative frameworks that convert brand white spaces into flagship initiatives.
- Lead channel strategy at a regional level: platform purpose, formats, algorithms, optimisation and publishing cadence across social, web, print and experiential.
- Deliver corporate and consumer communication outputs, ensuring alignment of brand voice, cultural insight and business intent.
- Track and interpret cultural trends, Saudi audience behaviour and competitive signals to feed real-time content opportunities into hero, hub and hygiene streams.
- Develop and standardise content production processes, working with cross-functional teams to optimise inputs, speed, quality control and stakeholder alignment.
- Build content and community team capabilities — coaching on brand tone, writing craft, research, editorial logic, visual direction, reporting and client presentation.
- Create content style guides, tone-of-voice frameworks and narrative templates for internal teams and clients, ensuring consistent brand storytelling.
- Strengthen reporting sophistication by analysing social platform insights and algorithmic performance, translating them into optimisation recommendations and future planning.
- Act as a strategic bridge between communications and culture, helping Saudi brands articulate how they speak, behave and build affinity through storytelling.

Senior Communications Manager | Oct – Dec 2025

- Lead the agency's integrated communications and content function across Ethos KSA, overseeing strategy, creative direction and team performance for Adeera, Geidea and American Express KSA.
- Unite strategy and creativity in one conversation: develop content ecosystems, mentor social and community teams, and translate brand values into Hero and Hub narrative experiences that resonate locally and regionally.
- Operate at the intersection of communications and culture to define how Saudi brands speak, share and connect — from concept to campaign.
- Manage and streamline monthly content calendars and end-to-end production workflows across all platforms, ensuring timely delivery and quality control.
- Build multilingual content excellence, producing high-impact copy, scripts, campaign messaging and executive positioning aligned with each brand's tone.
- Develop content performance frameworks and monthly reporting logic, translating analytics into learnings and next-step actions for clients and teams.
- Train internal teams and client stakeholders on brand tone, publishing etiquette and content voice guidelines to ensure consistency and depth.
- Lead and mentor content and community executives, providing direction, quality checks, workflow clarity and career-pathing support.
- Maintain and elevate each client's brand content tone, ensuring narrative integrity across social, digital and integrated channels.

Cultural Content Strategy Consultant — Contract | Aug – Oct 2025

- Designed and delivered a three-month cultural content framework with hub and hero programme ideas (art, culture, history) to strengthen brand affinity. Provided cultural insights and strategic proposals tailored to Saudi audiences.
- Expanded remit (Sep–Oct 2025) to integrate content, campaigns and events into a coherent launch communications plan. Delivered programme proposals, stakeholder engagement pathways and event-linked messaging, ensuring leadership visibility and audience resonance.

Tribe Magazine (Remote) | Aug 2021 – Present

Editor-in-Chief | Jan 2025 – Present

- Leading editorial strategy, stakeholder management and cross-functional teams. Driving high-impact publishing across digital and print.

Managing Editor | Jun 2022 – May 2025

- Directed editorial process, team management and content editing. Supported cross-cultural communication and translation work.

Associate Editor & Website Editor | Aug 2021 – Jun 2022

- Edited features, supported cross-platform publishing and improved SEO and content workflows.

Lavish Concepts Ltd. (London)

PR & Cultural Consultant — Contract | Mar – Oct 2025

- Developed the brand's narrative identity and cultural manifesto, ensuring tone and messaging consistency across website, social channels and PR materials.
- Formulated and executed tailored PR strategies, brokering partnerships with cultural institutions and coordinating stakeholder engagement to amplify reach.
- Secured high-profile media placements in Arab News, Destination KSA and Hia Magazine, strengthening the brand's visibility in Saudi and regional markets.
- Directed cultural showcases and experiential retail events, integrating commercial objectives with audience engagement and storytelling.
- Delivered high-stakes presentations and activation programmes to C-suite executives, positioning communications as a driver of growth.
- Strengthened the company's online and media presence by shaping content ecosystems and maximising visibility through coordinated campaigns.
- Cultivated relationships with stakeholders in fashion and design, aligning activations with strategic positioning and opportunities.

1021 Creative (London/Remote)

Content Enrichment Specialist (MENA) — Part-time | Mar 2025 – May 2025

- Provided editorial services and feedback on YouTube video content, ensuring alignment with policies and brand considerations.
- Consulted on curation strategy and algorithmic recommendations.
- Supported the YouTube Culture & Trends team with expert insights on regional video behaviours and competitor analysis.

International Confederation of Art Critics (London)

Editor-in-Chief | Jan 2024 – Nov 2024

- Managed content strategy and operations in line with organisational vision.
- Commissioned diverse contributors and leveraged digital platforms to grow engagement.
- Maintained editorial standards and ensured cross-team collaboration.

Gagliardi Gallery (London)

Gallery Manager & Art Consultant | Jan 2022 – Nov 2024

- Drove marketing and client outreach to increase visibility and sales.
- Led curatorial projects for exhibitions and international art fairs.
- Built relationships with collectors, artists and partners; represented the gallery at international events.

Old House Group Limited (London)

Product Development Manager — Ultra-Prime Real Estate Portfolio | Jan 2021 – Jun 2022

- Directed marketing initiatives for Belgravia and Mayfair portfolios.
- Designed communication plans targeting high-net-worth audiences.

Maître of Thyme Limited (London)

Managing Director & Co-founder | Sep 2017 – Apr 2020

- Launched and managed a wellness start-up, building partnerships and brand presence.
- Directed PR and social media strategies to define market positioning and growth.

Tribe Magazine (Dubai)

Copy Editor | Jan 2017 – Apr 2017

- Edited editorial content and collaborated with artists and cultural stakeholders.

Up Language Consultants (São Paulo)

Corporate English Language Consultant | Oct 2014 – Jan 2016

- Developed bespoke English programmes for executives.
- Edited Portuguese-to-English materials and represented the company with universities and partners.

Banafsajeel & Cultural Innovations (London/Remote)

Cultural Consultant | Oct 2013 – Mar 2014

- Produced cultural reports and thought leadership on Saudi cultural industries.
- Consulted on editorial and cultural strategies for Saudi projects and events.

Rasha Al-Hoshan Company (Riyadh)

Interpretive Planner & Editor | Jun 2013 – Sep 2013

- Co-developed exhibition content for the King Abdul Aziz Center for National Dialogue.
- Aligned written materials with design layouts and managed English content for the website.

incube labs GmbH (London)

3D Marketing Specialist & Editor | Dec 2012 – Apr 2013

- Wrote and edited press releases and coordinated media outreach.
- Negotiated rights for sensitive images and contributed to trade-journal publications.

POLIS, LSE (London)

Media Research Intern | Aug 2012 – Nov 2012

- Researched Bahraini media history and contributed to outputs in Foreign Policy and academic journals.

EARLY CAREER & INTERNSHIPS

Summer Wealth Management Trainee, Lloyds Banking Group (London) | Jun 2011 – Jul 2011

Tutor, Kumon Educational UK (London) | Sep 2007 – Apr 2008

Administrative Assistant, Atheeb UK (London) | Jun 2007 – Aug 2007

Executive Administrative Assistant, UK Land Investment (London) | Jun 2006 – Aug 2006

Summer Intern, Saatchi & Saatchi (London) | Jun 2004 – Jul 2004

EDUCATION

M.Sc. Culture and Society — Merit

London School of Economics and Political Science (2011 – 2012)

B.A. (Hons) Modern Languages: French and Italian — 2.1 (Distinction in Italian)

University College London (2006 – 2011)

- **Aesthetics (28/30)**

Università degli Studi Roma III, Rome — Sep 2009 – Jan 2010

- **French Literature, History of Paris and French Phonetics**

Université Paris-Sorbonne — Jan 2010 – May 2010

Four A-levels: French (A), English Literature (A), Film Studies (A), Arabic (A)

St George's School, Ascot — 1999 – 2006

Primary Education

Najd International School, Riyadh — 1994 – 1999

COURSES

Globalisation and Culture: Perspectives from Anthropology (Summer Course)

LSE — Summer 2010

Short Story Writing (Distance Learning)

London School of Journalism — 2009 – 2011

Italian & History of Art

The British Institute of Florence — Sep 2008 – Dec 2008

References available on request.