

Rebecca Cousins

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EXPERIENCE

Chief of Outreach & Global Communications – Digital Cooperation Organization (DCO)

March 2025 – Present

Leading a growing team of marketeers, communicators and events professionals to deliver outreach and communications about DCO, the first international organization dedicated exclusively to the digital economy. Headquartered in Riyadh, the organization advocates for collaborative solutions, best-practice sharing, and the creation of digital opportunities for all.

The DCO brings together 16 Member States and nearly 100 observers and partners, all of whom must be engaged with a multichannel approach to communications, including an annual General Assembly and a quarterly Observer Committee. As an observer at the United Nations General Assembly, my role is to amplify DCO's impact through a multilateral approach, bringing together governments, the private sector, and civil society to drive meaningful progress at this annual milestone.

Senior Director-Group Communications, Red Sea Global

June 2020 – March 2025

During my tenure, I built and led a team of 20+ professionals, driving 360° strategic communications and content creation for nearly 5 years. I spearheaded the corporate communications strategy, and developed a comprehensive rollout plan for the Red Sea Global rebrand.

I created and implemented a Crisis Communications Framework spanning digital, social and traditional, successfully handling over 45 incidents at various strategic levels, and managed the communications and risk mitigation for the AMAALA acquisition. I was also responsible for CEO profiling, from media engagement and social content, to event participation, including drafting of briefs and speeches.

My efforts resulted in a significant increase in earned media mentions, exceeding 30,000 in 2024, while maintaining the highest positive sentiment across major projects in the PIF portfolio. I also led the Coral Bloom campaign, achieving one billion impressions in under three weeks.

Promoted to Director within my first year, I was conducted the final review and approved all written content and contributed as the editor of "The Red Sea" coffee table book.

Senior Consultant, Burson

June 2018 – June 2020

I played a pivotal role in driving strategic communications initiatives for the Vision 2030 Strategic Management Office, where I contributed to key campaigns such as the announcement of women driving.

Seconded to Red Sea Global, I assisted in establishing the marketing and communications department, developing a comprehensive 5-year strategy, and implementing plans for 2019-2020.

I was involved in creating new business proposals and participating in client pitches, further enhancing Burson's strategic outreach.

Head of Sales Operations & Marketing, Restrata, Dubai (previously Marketing Manager)

May 2016 – June 2018:

I developed and executed a comprehensive marketing and communications strategy for a global company with multiple service lines and led the implementation of a robust sales and marketing system using HubSpot and Salesforce, facilitating team training to enhance efficiency.

My role included overseeing content generation and thought leadership initiatives with a team of six, plus design and PR agencies, as well as managing SEO, Google AdWords, Google Analytics, and social media activities. I successfully launched a new online portal in Q2 2017, improving service delivery and real-time usage monitoring for our subscribers.

I also managed an event calendar, coordinating 4-6 conference sponsorships and exhibitions annually, while securing speaking opportunities for our leadership team. I organized 6-8 client briefings per year for 30-50 guests to provide industry insights and information about our solutions.

My responsibilities also included leading internal communications, supporting tender registrations, and conducting analysis of campaigns and market trends to inform strategic planning and reporting to the Executive Leadership Team.

Marketing Manager, Cavendish Maxwell, Dubai

May 2015 – May 2016:

Reporting to the Managing Director, I developed and implemented a comprehensive marketing and communications strategy, building a diverse team across design, digital, events, and PR. I led lead generation campaigns through email, LinkedIn, media partners, and online platforms. Conducting in-depth analysis of campaigns, web traffic, and competitor research informed future strategies, including the successful launch of the Property Monitor tool and our secondary office in Abu Dhabi.

I generated content and reports focused on property rental and sales data, securing media coverage in top publications such as Gulf News and Arabian Business. Additionally, I collaborated with external agencies for website development and bespoke design projects.

I organized quarterly industry briefings in Dubai and Abu Dhabi to present our findings and successfully planned a property industry-specific white-collar boxing event at JW Marriott, managing all aspects from securing sponsors to event logistics.

I was also responsible for budgeting, resource allocation, and managing the department's P&L.

Additional experience:

Feb 2014 – May 2015: Marketing Manager, MEED, Dubai

May 2013 – Feb 2014: Freelance Project Manager – Capital Club, Dubai

Jan 2011 – May 2013: Sales and Marketing Manager, Genting Casino, Manchester

Aug 2010 – Jan 2011: Marketing and Communications Manager – Sakura Bar & Restaurant, Manchester

Jul 2006 – Aug 2010: Sales, Marketing and Events Manager, The Circle Club Manchester

EDUCATION

Sept 2003-June 2006: Manchester University, BA Hons Degree Ancient History

REFERENCES – available upon request