



# NOURAN HASSAN

C O N T A C T

Phone number: +971 56 140 6033 | Email: hello@nouranhassan.com | Dubai UAE

## E X P E R I E N C E

### **HEAD OF COMMUNICATIONS MIDDLE EAST AND AFRICA** SPOTIFY MIDDLE EAST AND AFRICA

11/18 - PRESENT

Setting local strategy and implementing communication campaigns across all channels in various markets - MENA, Pakistan, Sri Lanka, Bangladesh, and Sub-Saharan Africa

Communicating Spotify's value to the creator community and impact on connecting artists and fans across the region and beyond

Building Spotify's role as a leading advertising platform to brands, trade audiences, and b2b press outlets in the region

Identifying issues, planning for a potential crisis, and managing crisis communications internally and externally  
Unlocking large scale growth levers through PR to drive consumer awareness and consideration

Managing and directing PR agencies in multiple markets to support the business across all levels of the communications spectrum

Building and maintaining strong relations with media partners in order to drive key communications objectives and generate accurate and positive coverage

Engaging and driving buy-in from senior level stakeholders across the business, including local, regional, and global management teams

Leading and mapping out the local strategy for internal communications activities in the region

### **MANAGER DIGITAL PROMOTIONS, TALENT DEVELOPMENT AND MARKETING/PUBLICITY** SONY MUSIC ENTERTAINMENT ME, DUBAI, UAE

07/15 - 11/18

Managed relationships with key media regionally (radio, tv, online, digital & print) to promote local & global artists' new releases

Drafted press releases and editorial copy for artists in line with our overall marketing strategy  
Implemented brand activations for local artists via cross-functional promotional strategies (social, digital and press) in partnership with leading brands including Clean & Clear, Axe and Marriott

Directed and packaged creative assets to promote Sony Music artists. This included photography, press kits, lyric videos, album artworks, social media snippets, as well as, the delivery of campaign visuals to media channels and affiliate Sony music teams

Organized press events for local and international artists  
Discovered and pitched talents from the region and worked closely with them to help build their DNA (artist identity), publicity strategy and marketing direction

Headed the social media channel strategies of the label and all its regional artists (FB, Twitter, Instagram, YouTube, VEVO)

Organised and managed interviews and promo for Sony Music artists (regional and global) - promoting their content on key media platforms



# NOURAN HASSAN

C O N T A C T

Phone number: +971 56 140 6033 | Email: hello@nouranhassan.com | Dubai UAE

## E X P E R I E N C E

### SENIOR SOCIAL MEDIA MANAGER

11/14 - 06/15

WSF, DUBAI, UAE

Conceptualized all social media content for key account: Jaguar MENA

Strategized cross-functional online campaigns, established key KPIs and monitored the performance on a daily basis across all channels

Organized bi-weekly meetings with Jaguar's marketing team to set KPIs for all social media platforms

Worked closely with Jaguar's marketing team, media buying agency and other stakeholders on a daily basis to implement marketing plans accordingly

Provided Jaguar's team with monthly reports showcasing growth of social media channels, important milestones & potential future activations

### DIGITAL MEDIA PRODUCER

11/11 - 11/14

MTV NETWORKS, DUBAI, UAE

Produced & managed editorial content on the MTV Middle East website in both English and Arabic

Attending monthly press conferences to generate content for weekly articles and music playlists

Executed campaign initiatives for major international MTV events/awards such as European Music Awards, MTV Movie Awards & Video Music Awards

Managed the internal CMS, working closely with the technical team to ensure smooth content delivery

Tracked key metrics of the website using Google Analytics on a daily basis to improve SEO

Conducted interviews with international and local artists and used the content on web platforms

### ACCOUNT EXECUTIVE

02/08 - 09/08

TBWA, CAIRO, EGYPT

Created content for two key accounts: Henkel & Gulf Bank

Assisted the larger marketing team in creative online campaign ideas, presentation pitches, and weekly reporting

Established a key relationship with the account's marketing teams to ensure smooth campaign activations, and working to meet their target



# NOURAN HASSAN

## C O N T A C T

Phone number: +971 56 140 6033 | Email: hello@nouranhassan.com | Dubai UAE

## E D U C A T I O N

### **Masters of Arts in Journalism and Mass Communication**

American University Cairo Cairo, Egypt

### **Masters of Global Media, University of Westminster**

London, United Kingdom (October 2010) Award Class: Merit

### **Bachelor of Arts in Mass Communication, American University of Sharjah**

Sharjah, United Arab Emirates  
Dean's Honor List, 2006

## S K I L L S

**Excellent** communication skills in social media and design as well as customer support and clients

**Technically trained** in Adobe Suite specifically Photoshop, and Illustrator

**Advanced skills** in Microsoft Office Suite, Excel and Word, PowerPoint, and Keynote for Mac

## L A N G U A G E S

**Arabic:** Native

**English:** Fluent

**French:** Intermediate