

## Marketing, Content & Communications

Marketing and content professional with 8+ years of experience across media, hospitality, automotive, retail, and education. My work spans social media, campaigns, content production, and brand storytelling, with a strong eye for what feels relevant, cohesive, and well made.

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### EMPLOYMENT

2024 to Present

#### **Creative Director / Marketing Lead**

*Gulf Insider Media Group (Bahrain Confidential, Gulf Insider & Fabianca)*

- Directed social media strategy and digital growth across Bahrain Confidential, Gulf Insider, and client campaigns under Fabianca.
- Developed campaign concepts, storyboards, and content direction across digital, print, and events.
- Oversaw shoots and creative execution for campaigns across hospitality, automotive, education, and corporate sectors.
- Led the digital rebrand and positioning of the group's media platforms.
- Strengthened the group's standing as both a leading media platform and a creative agency delivering results for clients.

Nov 2022 to  
Apr 2024

#### **Content & Marketing Executive**

*Four Seasons Hotel Bahrain Bay*

- Managed social media for the hotel and its F&B outlets, creating photography, video, and written content aligned with global luxury standards.
- Directed launch strategy for Byblos Lebanese Restaurant and managed activations across outlets, including Wolfgang Puck's venues.
- Built a creator-collaboration model that secured premium coverage without additional budget.
- Reinforced Four Seasons Bahrain Bay's reputation as a culinary and lifestyle hub.

Jun 2018 to  
Oct 2022

#### **Content Specialist & Creative Manager**

*Fabianca (Gulf Insider Media Group)*

- Developed social media strategies for third-party clients, including moodboard development and storyboard creation.
- Managed and produced photography, videography, and copywriting for multiple accounts.
- Oversaw campaign planning and creative execution across digital platforms.
- Supported sales and account teams to ensure consistency between client objectives and creative output.

Dec 2016 to  
Mar 2022

### **Magazine Editorial Lead**

*Bahrain Confidential*

- Directed editorial planning and production for Bahrain Confidential and Gulf Insider.
- Coordinated interviews, features, and press collaborations across lifestyle and business sectors.
- Maintained consistency in brand voice and positioning across print and digital channels.

### **EDUCATION**

2012–2016

Bachelor of Arts in Communication

Major in Journalism Minor in Broadcast Communication

### **AWARDS & EXHIBITIONS**

2020

Safer Spaces (Group Exhibition), The Art Space, Bahrain

2015

Best Documentary, Luwad, University of the Philippines

2015

Best Promotional Publication & Best Director, Ataraxia  
University of the Philippines

### **PROFESSIONAL SKILLS**

- Marketing Strategy & Planning
- Social Media Management
- PR & Influencer Campaigns
- Content Creation (Video, Photography, Copywriting)
- Rebranding & Brand Positioning
- Sales Pitches & Business Development
- Editorial & Creative Direction

### **TECHNICAL SKILLS**

- **Creative & Design:** Adobe Lightroom, Adobe InDesign, Adobe Premiere Pro, Final Cut Pro, Procreate, Capcut
- **Content & Publishing:** WordPress, Canva, Google Site
- **Analytics & Social Tools:** Google Analytics, Meta Business Suite, Sprout Social, Hootsuite
- **Marketing & PR Tools:** Cision, SEMrush
- **Project & Workflow:** Asana, Microsoft Office Suite, Google Workspace