

AHMAD JABER

Communications Specialist | Strategist | Advisor | Campaigner | Author

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Senior Communications Specialist and Consultant

Doha Forum Beirut, Lebanon (Remote) | August 2024 – Present

- Develop digital communication plans and tactics in line with the Forum's key objectives.
- Lead on development of digital content.

HelpAge International Beirut, Lebanon (Remote) | November 2023 – Present

- Create and implement storytelling strategies that amplify the voices of older people globally, across traditional and digital media, including tailored strategies for specific projects and campaigns.
- Lead on media outreach and crisis communications, developing strategies for media engagement and coordinating emergency responses.
- Develop communications content and stories that support HelpAge's global campaign, OlderNotOver.
- Lead initiatives to secure visible support from influential, high-profile individuals, enhancing campaign reach and impact.
- Collaborate with business developers to align communications with fundraising goals, while providing training and resources to empower staff and partners.

The World Bank Beirut, Lebanon | November 2021 – June 2024

- Directed all communication activities for regional initiatives focusing on topics such as women economic empowerment and youth upskilling, covering strategy development, campaign creation, brand positioning, and media outreach.
- Ensured all communication efforts were consistent with brand strategy, maintaining alignment across messaging and execution.
- Led media relations and managed all production aspects for films, human-interest videos, documentaries, and TV commercials, coordinating with service providers for high-quality outputs.
- Provided communication support to government and regulatory stakeholders as needed, ensuring alignment with project goals and compliance.
- Crafted a variety of high-level communications, including speeches, op-eds, and partner updates, for both internal and external audiences, using research on market trends to enhance relevance.

I also developed and executed short-term strategic communication initiatives for the following organizations, including strategy development, campaigns and outreach activities, and content creation:

- **CARE International** Beirut | 2018, 2023 and 2024
 - **DMH and CO** Abu Dhabi | 2019
 - **American Near East Refugee Aid** Beirut | 2018
 - **Development Alternatives Inc.** Beirut | 2017 – 2018
 - **Management Systems International** Beirut | 2016
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Middle East Communications Advisor

War Child Holland Beirut, Lebanon | September 2019 – April 2022

- Acted as spokesperson for War Child Holland in Lebanon, Syria, Jordan, and the occupied Palestinian territories, while fostering strong relationships with media organizations and journalists.
 - Provided guidance and managed both global and country-level communications strategies, ensuring alignment across external and internal communications.
 - Monitored regional media trends, identified media opportunities, and proposed content ideas to support communications strategies.
 - Led regional crisis communications and managed all online communication channels, coordinating responses as part of the global crisis communications team.
 - Ensured consistent understanding and application of brand guidelines.
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Regional Communications Manager - MENA

British Council Beirut, Lebanon | December 2016 – December 2017

- Served as Communications Manager for Syria and led the British Council's communications for the Syrian refugee crisis across Lebanon, Turkey, Iraq, Jordan, and Greece.
 - Developed and implemented communications strategies and materials for the Syria Response, collaborating with project managers and regional communication leads.
 - Planned communication objectives for the Council's regional activities, ensuring alignment with the broader MENA strategy and effective representation in internal channels.
 - Advised the Syria Director and senior leadership with briefings, key message development, and media preparation, identifying opportunities for enhanced visibility.
 - Built relationships with key media, developed pitches, and crafted stories to promote the British Council's work both externally and within the organization.
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Regional Communications and Media Manager - MENA

The Mentor Foundation Beirut, Lebanon | April 2010 – January 2016

- Created communication strategies for multiple programs, aligning with the organization's strategic goals to strengthen its impact.
 - Positioned the organization as a leading voice in youth drug prevention across the region.
 - Maintained strong relationships with local and regional media, while identifying proactive opportunities for coverage.
 - Managed digital channels and provided direction for all printed and digital materials, implementing new tactics to enhance engagement.
 - Organized media training and events, coordinated internal communications, and worked with external consultants to ensure consistent organizational representation.
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Marketing Manager - GCC

B.E. International Dubai, United Arab Emirates | March 2006 – May 2009

- Led the activation and operations of a regional network of lead generators, team leaders, and young executives across the GCC and MENA regions.
 - Managed numerous CSR campaigns across various sectors, enhancing brand impact and community engagement.
 - Provided strategic planning and innovative ideas for brand activations through events, campaigns, sponsorships, and guerrilla marketing, with a focus on youth engagement.
 - Supervised the new business function by identifying and targeting potential clients to drive growth.
 - Conducted consumer and market research, contributed to the agency's structure, financial model, and servicing model, supporting overall agency growth and effectiveness.
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Art Director

FP7 McCANN Dubai, United Arab Emirates | October 2003 – February 2006

- Designed and implemented regional advertising campaigns for iconic brands, including Coca-Cola, McDonald's, PlayStation and Nescafe.
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EDUCATION

- Digital Marketing Certification - École Supérieure des Affaires, Lebanon | December 2015
- Online Community Management Certification - American University of Beirut | August 2014
- BA in Arts & Design – American University of Culture and Education, Lebanon | June 2003

SKILLS & LANGUAGES

- Communications / Marketing / Digital Marketing / Crisis Communications / Outreach / Advocacy / Strategy & Planning / Event Management / Media Relations / Public Relations / Branding / Content Creation / Conceptualization / Campaign Management
- Fluent in English & Arabic; written read and spoken.
- Published author of best-selling short novel.