



ANAS KAMBAL

Social Media Manager

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Syrian

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EDUCATION

2014

Al Baath University

Bachelor's degree,
Mechanical Engineering

SKILLS

- Social Media Management
- Reporting
- Creative content
- Bilingual media writing
- Microsoft Word
- Microsoft Powerpoint
- Social Media Optimization (SMO)
- Event Management
- Digital Media

Languages

- Arabic - Native
- English - Fluent

PROFILE

Fluent in Arabic and English, I'm a passionate communication professional with strong skills in project management, admin tasks, and building great working relationships. I've successfully led social media strategies for top clients in the UAE public sector.

As a Social Media/Associate Account Manager at APCO Worldwide, I oversee media monitoring and analysis to track performance and guide strategic decisions, alongside handling content creation, community management, and high-profile events. Whether independently or leading a team, I consistently foster collaboration and maintain a results-driven approach to achieve excellence.

I'm ready to bring my skills, enthusiasm, and data-driven mindset to a new challenge.

WORK EXPERIENCE

2022 | APCO Worldwide
Present | **Social Media Manager**

- Manage social media strategies for key clients, including Abu Dhabi Fund for Development (ADFD) and the Ministry of Industry and Advanced Technology (MoIAT).

- Prepare engaging content briefs, craft captivating Arabic and English captions, and proactively manage online communities.

- Conceptualize and execute innovative social media campaigns, contributing to strengthened online presence and impact.

- Leveraged media monitoring, analytics, and data-driven decisions to optimize results for the clients.

- Engaged actively in prominent events such as the World Government Summit, Make It in the Emirates, ADIPEC, ADHEX, AIM, Bonds and Loans, and GITEX, where I offered on-the-ground coverage and achieved noteworthy outcomes.

- Executed innovative and impactful social media campaigns, significantly engaging audiences and building brand awareness.

● 2016 | INTERNATIONAL COMMITTEE OF THE RED CROSS - ICRC
2022 | **Communication Field Officer**

- Gather compelling media content directly from the field, including humanitarian stories, interviews with beneficiaries, and information about the ICRC's activities.
 - Conduct operational communication sessions targeting both internal and external audiences to promote the ICRC's mandates and activities, effectively disseminating information regarding the organization's humanitarian values.
 - Provide coaching and support to internal staff and departments, enabling them to communicate and disseminate information about the ICRC's work more effectively.
 - Monitor media platforms for news pertaining to the ICRC's area of responsibility and implement community engagement projects in collaboration with other departments.
 - Act as a liaison between the ICRC and external journalists, facilitating smooth communication and collaboration.
 - Manage the organization's publications and promotional items, ensuring high-quality output and consistent messaging.
 - Collaborate closely with the communication department of the Syrian Arab Red Crescent (SARC) to enhance and reinforce the ICRC's communication efforts in the region.
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● 2014 | Al-Birr Society & Social Services
2016 | **Communication Officer**

- Coordinate the communication efforts for Gheras project in collaboration with UNICEF.
 - Manage and support the media team, organizing digital campaigns and local events related to the project's activities.
 - Evaluate and ensure the quality of media content gathered and developed by the team from the field.
 - Support the goals and objectives of the Gheras project and contribute to promoting its impact and reach.
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● **TRAINING & COURSES**

- Digital Journalism - Reuters - 2024
- Building Comms Strategy - ICRC - 2017
- Operational Communication - ICRC - 2016
- Social Media Advanced Skills - ICRC - 2016
- Media and News Monitoring - ICRC - 2016
- On-Ground Media Coverage - ICRC - 2016