



ANAS KAMBAL

Senior Social Media
Specialist

CONTACT

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Summary

Bilingual (Arabic–English) communications professional with 12+ years' experience in strategic communications, social media management, and public relations for government, multilateral, and humanitarian organizations across the Middle East.

Skilled in data-driven strategies that build brand trust, boost engagement, and achieve organizational goals. Expertise includes content creation, campaign planning, media relations, and crisis communication, with strong knowledge of regional dynamics and cross-cultural sensitivities. Passionate about humanitarian causes, socio-economic development, and government transparency.

Experience

ABU DHABI UNIVERSITY – ABU DHABI, UAE

Senior Social Media Specialist

April 2025 – Present

- Develop and execute comprehensive, data-driven social media strategies to enhance brand presence and engagement across multiple platforms.
- Lead the creation of high-performing, platform-specific content (static posts, videos, stories, reels) aligned with brand voice and marketing objectives.
- Provide real-time, on-ground coverage for high-profile events, activations, and campaigns to maximize visibility and reach.
- Build and manage detailed social media content calendars and campaign plans to ensure smooth execution and timely delivery.
- Supervise and mentor a cross-functional social media team to boost productivity, creativity, and strategic alignment.
- Analyze performance metrics and audience insights using advanced analytics tools to refine content strategies and improve ROI.
- Deliver comprehensive performance reports with actionable recommendations to senior leadership and stakeholders.

APCO– ABU DHABI, UAE

Social Media / Associate Account Manager

January 2022 – April 2025

- Managed social media strategies for key UAE public sector clients, including Abu Dhabi Fund for Development (ADFD), Ministry of Industry and Advanced Technology (MoiAT), ADNEC Group, Abu Dhabi Social Support Authority, and Emirates College for Advanced Education (ECAE).
- Created engaging content, crafted impactful captions, and proactively managed online communities to foster meaningful engagement.
- Executed innovative social media campaigns based on trends and data-driven insights to enhance brand visibility and deliver measurable results.
- Provided on-ground coverage for major national and international events.

Key Achievements:

- Consistently exceeded client expectations, strengthening online presence and audience engagement.
 - Successfully aligned social media strategies with broader marketing objectives through collaboration with cross-functional teams.
 - Actively contributed to high-profile events such as the World Government Summit, Make It in the Emirates, ADIPEC, ADHEX, AIM, Bonds and Loans, and GITEX, achieving strong digital performance and visibility.
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INTERNATIONAL COMMITTEE OF THE RED CROSS (ICRC) – HOMS, SYRIA

Communication Field Officer

July 2016 – January 2022

- Gathered impactful humanitarian content from the field, including interviews, beneficiary stories, and activity reports.
- Conducted communication sessions for internal and external audiences to promote ICRC mandates and humanitarian values.
- Provided coaching to staff on communication best practices and effective information dissemination.
- Monitored media platforms for relevant news, implemented community engagement projects, and managed publications and promotional materials.
- Built and maintained relationships with journalists and collaborated closely with the Syrian Arab Red Crescent (SARC) communication team.

Key Achievements:

- Enhanced public understanding of humanitarian issues through compelling field storytelling.
 - Strengthened the organization's media presence and credibility by facilitating press collaborations and delivering accurate information.
 - Improved internal communication capabilities through targeted staff training.
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Al-Birr Society & Social Services – Homs, Syria

Communication Officer

July 2014 – July 2016

- Coordinated communications for the UNICEF-supported **Gheras** project.
- Led the media team in developing digital campaigns and organizing local awareness events.
- Monitored and evaluated campaign performance to ensure strategic alignment with project goals.

Key Achievements:

- Increased project visibility through well-planned media campaigns and events.
- Strengthened community engagement by creating culturally relevant and impactful messaging.
- Successfully managed partnerships with UNICEF and other stakeholders to maximize outreach efforts.

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. Education Jami't Al-Ba'ath
Bachelor's degree, Mechanical Engineering · (2008 - 2014)

Education & Professional Training

Jami'at Al-Ba'ath – Syria

Bachelor's Degree in Mechanical Engineering (2008 – 2014)

Digital Journalism – Reuters (2024)

Building Communication Strategy – ICRC (2017)

Social Media Advanced Skills – ICRC (2016)

Operational Communication – ICRC (2016)

On-Ground Media Coverage – ICRC (2016)

Media and News Monitoring – ICRC (2016)