

MOHAMMAD D. FAKHRO

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SUMMARY OF QUALIFICATIONS

- Creative communications professional specialized in digital content and storytelling
- Over five years of professional experience in dynamic and multicultural settings
- Demonstrated success at developing and coordinating culturally relevant digital campaigns

EDUCATION

Miami University – Bachelor of Arts in English, May 2012

College of the North Atlantic – Qatar - Diploma in Information Systems, June 2008

PROFESSIONAL EXPERIENCE

Doha Film Institute

Strategic Communications Specialist Doha, Qatar April 2017 – Present

- Initiate data gathering project including incorporation of digital listening tools and assessments
- Develop strategic communications plan for 2017-2018
- Plan for digital assets revamp, including website, apps and social media content

Hamad Bin Khalifa University (HBKU) – Member of Qatar Foundation (QF)

Digital Specialist Doha, Qatar June 2015 – December 2016

- Led creation and implementation of digital marketing strategy for web and social communications and its integration with the overall marketing strategy
- Planned for and led development of the university's new website, unifying the fragmented digital assets from various pre-existing centers and departments
- Implemented strategies to update content on the university's social media channels for engagement, with key focus on admissions and reputation building
- Managed and supported Web Officer and digital agencies to ensure excellence in delivery and value
- Established processes for continual monitoring, reviewing and reporting across digital platforms
- Oversaw all web and social media activities, including content planner, campaigns and ads
- Incorporated research methods, including surveys and focus groups, to inform culturally relevant and SEO generating content

Internal Communications Coordinator Doha, Qatar February 2014 – June 2015

- Developed internal communications strategy for 2015, aligned with HBKU Communications' strategy
- Managed and grew relationships with key partners, including QF, partner universities and Doha based institutions (such as Qatar Museums, Supreme Committee for Delivery and Legacy, etc.)
- Created internal communications infrastructure, including quarterly internal HBKU Newsletter, university wide distribution list, policies for its use, HBKU Communications portal and the HBKU Communications Guide
- Organized press conference events, including media kits, invites and on-site interpretation
- Coordinated and provided strategic plan on President's Town Hall for all HBKU staff and faculty
- Wrote, translated and reviewed Arabic and English for press, marketing and publications

Student Activities Officer Doha, Qatar January 2012 – April 2014

- Coordinated Alternative Spring Break service-learning trips to Thailand, South Africa and Nepal. Enhanced learning outcomes, application materials, and introduced student leader positions

- Conducted mixed method analysis of cultural bias in leadership education for Arab/Muslim students, and in Qatari student involvement
- Advised student organizations on event and programmatic planning, policies, and budget allocation
- Facilitated trainings for students and professional staff, including: multiculturalism, identity, diversity, community building, facilitation and Qatari culture
- Served on Organization Enrichment Committee and conducted surveys and training to progress professional development of HBKU Student Affairs

PRESENTATIONS AND TEACHING EXPERIENCE

Reach Out To Asia's 8th Annual Youth Conference 2016 – Entrepreneurship Boot Camp Workshop

Reach Out To Asia's 7th Annual Youth Conference 2015 – Fundraising Workshop

Qatar Career Fair Summer Boot Camp 2013 and 2014 – Creative Writing Workshops

ACPA-NASPA Gulf Conference 2013 - Qatar LeaderShape: A Cross-Cultural Application (Al Mohannadi, H., Fakhro, M., & Witt, E.)

ACPA-NASPA Gulf Conference 2013 - Adapting Identities for a Multicultural Student Body (Al-Buainain, S., Al-Menhali, K., & Fakhro, M.)

Miami University 2011 – Arabic Language Teaching Assistant

NOTABLE EXPERIENCES

Hezayah Screenwriting Lab

Doha Film Institute

Qatar

May 2016 – December 2016

Developed story for a feature film in a series of four intensive workshops, from idea to first draft.

UN Congress on Crime Prevention and Criminal Justice

Doha Youth Forum

Qatar

January 2015 – April 2015

Conducted research on tackling new methods used in transnational, organized crime and made appropriate recommendations for the 13th UN Congress on Crime Prevention and Criminal Justice. Selected as one of the Doha Youth Forum representatives to present the first Youth Declaration at the Congress' opening.

Elevate to Educate

Elevate to Educate Campaign

Qatar and Tanzania

August 2014 – October 2014

Climbed Mt. Kilimanjaro with 11 Qataris to raise funds and awareness for better education in Gaza.

Individually fundraised over USD 42,000 by use of social media marketing.

HONORS AND AWARDS

Hamad bin Khalifa University (HBKU) – Takreem Award, April 2014

Hamad bin Khalifa University (HBKU) – Outstanding New Professional, April 2013