

EXPERIENCES



IBRAHIM KHANFAR

Marketing Communications
Digital & Social Media

I AM ...

a digital marketing & communications professional with extensive expertise in social media. I help organisations increase their brands' awareness and achieve their business objectives through engaging content, creative campaigns, and compelling storytelling.

passionate about motorcycles with an eye on the latest tech trends and digital transformation.

A hero to 1 beautiful daughter.

Jordanian, 13 Aug 1989

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- **e& Group** Abu Dhabi
Sr. Social Media Specialist Dec 2021-Dec 2022
 - Developed and executed social media strategies which effectively helped position the e& group and its subsidiaries.
 - Designed social media kits and managed joint announcements with partners.
 - Supported in designing thought leadership programs, and led the implementation for the group's C-level executives.
 - Teamed up with different agencies on production, copywriting, and media buying to deliver impactful campaigns that increased brand recognition.
 - Developed weekly calendars to achieve content consistency.
- **etisalat UAE by e&** Abu Dhabi
Social Media Specialist Jul 2019-Dec 2022
 - Handled the copyediting and publishing of bilingual content for different products within Etisalat UAE.
 - Managed all handset launches, tactical campaigns, seasonal promotions, and always-on catalog ads.
 - Maintained positive and engaged community through engaging content, competitions, and proactive crisis management.
 - Assisted in brand campaigns dedicated to UAE National Day and other national occasions.
 - Attended telco events to maximise exposure and engage with relevant influencers.
- **DV8 Digital Marketing** Amman-Abu Dhabi
Account Executive Aug 2015-Jun 2018
 - Managed and implemented social media strategies for local and UAE-based clients.
 - Organized weekly status meetings with clients to go through running campaigns and upcoming media plans.
 - Managed clients content calendars, content creation, and handled daily content posting.
 - Managed digital & social media ads execution, creatives distribution and performance monitoring.
 - Attended client events with video/photographers and ensured smooth coverage and maximum exposure.

● Global Center for Training & Consultations

Amman

Marketing Officer

July 2013-July 2015

- Handled the content creation and publishing on social media platforms.
- Managed Online/Offline promotional campaigns for training programs.
- Responded to customer queries and registrations.
- Collaborated with PR and sales teams to ensure constant offers and aligned announcements.

Skills

- Bilingual copywriting
- Ads management & placement
- Client servicing
- Communication skills
- Brand management
- Smartphone photo/videography

Key accounts

- e& group: tech
- e& enterprise: digital transformation
- e& life: fintech & entertainment
- etisalat by e& (UAE): telco
- SWYP: youth oriented line
- Switch TV: OTT streaming
- Alliance: human performance development
- MV Agusta Amman: motorcycles
- Copty surgical Arts: aesthetic surgery

EDUCATION

2009-2012

YARMOUK UNIVERISTY

BACHELOR OF MARKETING

2014-2015

GERMAN-JORDAN UNIVERITY

*DIPLOMA IN DIGITAL & SOCIAL
MEDIA MARKETING*

KEY ACHEIVEMENTS

- e& group rebranding - played a key role in the successful launch of the rebrand of "Etisalat Group" to "e&", highlighting its transformation from a Telco into a TechCo, positioning the group as a leader in tech industry, and increased the brand recognition.
- Man City Sponsorship: - managed "Get Closer to Man City" campaign, which helped getting the fans to the Man City stars through in depth interviews where fans get to know the players on a personal level.
- F1 ABU DHABI GRAND PRIX 2022 - being a sponsor allowed all team members to contribute to the success of this major event, and strengthen e& position as key enabler for tech sports.
- Expo 2020 Dubai - successfully delivered a six months campaign that demonstrated the capabilities of etisalat 5G, and highlighted the company's ability to provide robust digital infrastructure to government and enterprise clients.
- GITEX 2019,2020,2021,2022 - participated in four successful editions of the largest tech exhibition, showcasing the latest innovative solutions developed and enabled by etisalat, strengthening the brand position as a leader in the industry.