

SUHAIL DARWAZEH

BRAND AND COMMUNICATIONS STRATEGIST

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PROFESSIONAL SUMMARY

Brand and communications professional with experience across technology, EdTech, agency, and NGO settings. Skilled in corporate communications, media relations, brand positioning, and executive content. Translates complex products and initiatives into clear messaging for clients, partners, and stakeholders, with experience supporting regional and international communications.

KEY SKILLS

Brand Positioning | Corporate Communications | Media Relations | Press Releases and Media Pitching | Executive Communications | Stakeholder Communications | Content Strategy | Market and Competitor Research

PROFESSIONAL EXPERIENCE

Senior Marketing and Communications Officer | ITG | Amman, Jordan | Aug 2025 - Aug 2026

- Strengthened ITG's positioning across six international markets—the UK, Pakistan, Saudi Arabia, UAE, Jordan, and Botswana—through messaging that supported product visibility, partnership communications, and market expansion.
- Supported sales and business development by translating complex technology and education solutions into clear product narratives and materials for prospective clients and partners.
- Strengthened executive visibility and corporate credibility through CEO statements, media quotes, keynote talking points, and thought leadership aligned with business priorities.
- Developed market intelligence briefs connecting regional trends, competitor activity, and sector opportunities to recommendations for leadership and market positioning.
- Evaluated ROI across marketing campaigns, assessing campaign costs against returns to support performance evaluation and future investment decisions.

Brand and Communications Coordinator | Helpdesk | Dubai, UAE | Dec 2024 - Jun 2025

- Positioned Helpdesk around human-led service as an alternative to AI, increasing engagement by 60%.
- Delivered Web Summit Qatar communications AED 1,600 under an AED 10,000 budget.
- Increased LinkedIn followers by 300% in under three months through planned content and consistent publishing.
- Secured four media features in three months, including a CEO cover story in a publication with a reported readership of 50K+.

Brand Consultant | Elite Gym | Amman, Jordan | Oct 2024 - Dec 2024

- Led brand repositioning that increased local lead generation by 40%.
- Developed brand messaging and recommendations for pricing and audience segmentation.

Copywriter | VML | Amman, Jordan | Oct 2023 - Oct 2024

- Developed campaign concepts, scripts, and brand messaging for 10 major accounts across FMCG, finance, technology, and government.
- Led copy direction for 20+ campaigns with creative, strategy, and digital teams, maintaining consistent messaging across digital, social, ATL, and BTL channels.

VOLUNTEERING

Volunteer | King Hussein Cancer Foundation | Amman, Jordan

- Completed more than 120 hours of volunteering across outreach, fundraising, and patient satisfaction activities, gaining practical experience in the NGO sector.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Communications and PR | Bahçeşehir University | 2018 - 2022

Branding and Customer Experience | IE Business School

Brand Management | University of London

Reputation Risk Management | NASBA

Strategic Planning Foundations | PMI®

B2B Marketing | Yonsei University