

Yazan Kakish

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Communications and PR professional with +14 years of experience specializing in consumer communication that incorporates extensive market research and data analytics. Strong record of marketing automation to increase operational proficiency to achieve marketing KPIs using creativity, and storytelling to build brands, create content, grow influence and B2B revenue, reputation building, issues and crisis communication management, executive media profiling and training, and high-profile event planning and project launches.

PROFESSIONAL AND TECHNICAL SKILLS

Software: Expert in Adobe Express, Constant Contact, Canva, and Buffer. Proficient in Photoshop, Sprinklr, and Marketo.

Marketing Skills: Data analysis and visualization, event planning, speech/copywriting, content creation, business development, influencer management, storytelling/narration, media relations, brand activation.

Professional Skills: Strategic planning, attention to detail, creative thinker, project management, networking specialist, motivated/fast learner, creative problem solving, reliable.

Languages: Native in English and Arabic, and beginner in French.

PROFESSIONAL EXPERIENCE

Director of Marketing and Communications (Graduate Research Associate prior)

Dec 2020 - Current

Texas A&M University-Commerce, Texas, USA

- Developed a comprehensive marketing strategy and communication plan with \$100K across all social media platforms through creative content creation including posts, stories, and vlogs resulting in +52% followers and +200% engagement in the first five months alone.
- Elevated and amplified brand and message in support of the University's strategic imperatives, primarily focused on enrollment, advancement, and academic affairs that resulted in +18% Fall Semester enrolment.
- Produced compelling storytelling-led content for the newsletter and other collateral that resulted in a 32% increase in clickthrough rates and engagement.
- Wrote, designed, and coordinated the production of marketing and communication materials including creating and directing of story-led videos about programs and offerings.
- Led market research, developed battleship cards, and delivered comprehensive competitive analysis to generate solutions and strategies for the Center for Excellence's business clients.
- Optimized University website through SEO, providing social media management and skill development training with Career Development, and guest lecturer for Business Analytics and Data Visualization.

Director of Marketing and Communications

May 2019 – Jul. 2020

W Amman - Marriott Hotels, Amman, Jordan

- Developed marketing strategy within \$4 million, including brand activations and tactical promotions that have been recognized as "Best in Class" practices and adapted globally.
- Implemented communication and marketing strategy that grew the luxury brand following across all social media platforms (Facebook, Instagram, LinkedIn, and Twitter) through creative content creation including posts, stories, vlogs, competition series, and influencer management resulting in +240% of followers in one month.
- Created brand marketing campaigns and partnerships, brand activation and events, brand culture growth, brand management programs, and initiatives for online/offline implementation.
- Collaborated with the cross-functional internal operations team and external stakeholders to adhere to global brand guidelines, negotiated contracts to formalize partnerships while driving sales to achieve revenue targets, and provide market intelligence and analysis through evaluation of seasonality, trends, and marketing opportunities.
- Collaborated with the global marketing team on global and regional events and campaigns to ensure cohesion and implementation with seamless online digital channels experience with offline on-site events.

Senior Client Services Manager

Oct. 2018 – May 2019

AdPro Communications / BBDO, Amman, Jordan

- Managed clients' marketing and advertising campaigns worth up to \$400K through strategic communication and advertising including creative briefs, content creation, creative copywriting, and conducting market research.
- Advised on budget allocation for client budgets of at least \$50K through data analysis modeling whilst monitoring and reporting on ATL/BTL campaign effectiveness in real-time to ensure maximization of ROI, through daily, weekly, and monthly campaign analysis and reporting with continuous recommendations and alterations on strategies to achieve metrics.
- Expanded clients' operations through consulting on business development opportunities by negotiating potential partnerships and brand activations.
- Developed paid media strategies for ATL and BTL campaigns through media buying agencies or directly.

Senior Public Relations Account Manager

Dec. 2014 – Sep. 2018

MEMAC Ogilvy, Amman, Jordan

- Managed a portfolio of accounts valued at nearly \$1.5 million across different sectors including hospitality, tourism, banking, NGOs, real estate, education, banking, automotive, and airlines.
- Developed and executed communications strategies and programs, crisis management, stakeholder mapping and engagement, message development, paid media strategy as well as communication programs and strategies to ensure ROI and KPI metrics are achieved.
- Managed content development, strategic media relations, facilitated global events, campaigns, and launches, and wrote press releases.
- Executed social media campaigns with budgets as low as \$1 that resulted in up to \$874 million in PR ad value and garnered 650 million organic reach.

Middle East Sales Executive

Feb. 2013 – Dec. 2014

Kellogg Brown & Root, Dhahran, Saudi Arabia

- Coordinated the pursuit of prospects by ensuring adherence to guidelines and preparation of commercial and technical proposal bids on projects ranging from \$20 to \$300 million.

Marketing and Sales Executive

Jul. 2007 – Aug. 2012

Al-Qahtani Pipe Coating Industries, Dammam, Saudi Arabia

- Managed a \$500 million portfolio that included the review of tender documents and isometric drawings and the development of commercial and technical proposals, purchase orders, contracts, and export/import documents.

EDUCATION*Master of Business Administration (MBA), Minor in Marketing Analytics*

May 2022

Texas A&M University-Commerce

GPA: 4.0

Bachelor of Science in Business Administration, Marketing Concentration

December 2006

New York Institute of Technology

GPA: 3.99

PROFESSIONAL DEVELOPMENT AND AWARD*Collegiate Excellence Award*

American Marketing Association

Hospitality and Tourism Management

2020

Florida Atlantic University

Grand Prix, Silver and Gold trophies

2017

Dubai Lynx

Bronze Lion

2017

Cannes Lions

President's Education Award

2004 / 2001

Signed by the President of the United States of America and the U.S. Secretary of Education