



# Maan Majali

Creative Consultant & Executive Producer

I'm passionate about bringing stories to life through innovative and impactful formats while ensuring they resonate with audiences on the right platforms. Throughout my 18 years of industry experience, I've had the pleasure of working with a wide range of clients on a multitude of standout projects, from nation-branding and brand marketing to corporate communications, digital diplomacy, community safeguarding and behavioural change campaigns.

## Contact

### Phone

+971 (0) 58 504 4101

### Email

maan.majali@gmail.com

### Location

Dubai, UAE

## Education

2005

**BA Degree (2:1 Honours)**  
**Politics & International Relations**  
University of Kent

## Core Expertise

- **Creative Strategy Development**
  - Objectives and KPI setting
  - Audience Insights
  - Planning and Implementation
  - Measurement and reporting
- **Multi-format Content Production**
  - Ideation and concept-writing
  - Messaging and narrative development
  - Creative treatment and script writing
  - Field production and edit producing
- **Campaign Management and Delivery**
  - End-to-end campaign management
  - Proposal design and development
  - Client-facing pitching
  - Client relationship management
- **General Skills**
  - Budget and financial management
  - Stakeholder management
  - Team building and leadership
  - Mentoring and development

## Professional Experience

### ● 2023 - Present

Bloomberg Media | Dubai, UAE

#### Senior Creative Lead, Video (Contract)

Managing end-to-end custom content production on behalf of Bloomberg's advertising partners including Mubadala, Saudi Tourism Authority, Red Sea Global. Leading on pre-sales custom content proposals leveraging Bloomberg's proprietary data and insights to develop cutting edge content offerings and superior storytelling creative approaches.

### ● 2018 - 2023

Euronews (Embrace Creative studio) | London, UK

#### Head of Branded Content

Leading and managing all aspects of commercial and branded content production on behalf of Euronews' advertising partners including Capital.com, SAP, Audemars Piguet, Dubai Tourism (DTCM) Angola Government, Brazil Government, and Huawei.

### ● 2016-2018

Zinc (formerly Breakthrough Media) | London, UK

#### Deputy Head of News & Networks

Managing the editorial, strategic and creative communications activities for a network of 50+ civil society organisations across the UK to promote positive social change while building and safeguarding community cohesion and countering extremism.

### ● 2015-2016

World Television | London, UK

#### Senior Producer

Producing corporate documentaries, brand films, internal communications pieces, and animations for a variety of blue-chip clients including HSBC, BP, Aegon, and Trafigura.

### ● 2011-2015

Brunswick Creative (formerly MerchantCantos) | London, UK

#### Producer & Client Adviser

Producing impactful and strategic communications films for a variety of FTSE100 and global clients including Aviva, Merck Group, HSBC, Puma Energy, Brunswick Group, Hikma Pharmaceuticals, and British American Tobacco.

### ● 2012 - 2014

US State Department | UK, UAE, Jordan

#### Client Relationship Director / Communications Consultant

Developed and implemented a comprehensive digital media strategy designed to engage MENA online audiences on US foreign policy topics and themes, helping the US State Department Arabic Twitter profile grow from 4k to 250k followers in 24 months.

# Tool Competence

- **Editing**
  - Video: Adobe Premiere Pro
  - Audio: Audacity
  - Design: Adobe Photoshop
- **Remote Production**
  - Zencastr, Riverside
- **Social Media**
  - Channels: All major social networks
  - Management: Hootsuite, Meta Business Manager
- **Web Design**
  - Wix, Squarespace, Wordpress
- **Project Management**
  - Monday, Trello
- **General Software**
  - G-suite
  - Microsoft Office (Word, Excel, PPT)
  - Keynote

# Languages

English (native)

Arabic (Intermediate)

# Passions

- **Interests**
  - Startups and entrepreneurship
  - Current affairs and society
  - AI and new tech
  - Development books, podcasts
  - Neuroscience and psychology
  - Philosophy
- **Hobbies**
  - Boxing
  - Football
  - Hiking

# Experience (Cont.)

- **2009-2012**  
Aaram News | UK & Jordan  
**Co-Founder**  
Online Arabic News Start-up (c.300,000 monthly unique users). Reporting on regional and international news with a high degree of editorial liberalism and responsibility after becoming an independently funded and non-politically affiliated news publication.
- **2006-2009**  
CNBC Arabia & CNBC Africa | London, UK  
**London Bureau Coordinator / Assistant Producer**

# Portfolio

## Film and Brand Campaigns

A selection of my favourite films and campaign features I've produced for a range of global brands I have worked closely with.

### Vimeo Profile

[Galaxy Brain Investor \(Capital.com\)](#)

[Invest in Brazil](#)

[Under the Hood \(FIA World Endurance Championship\)](#)

[God's Own Country \(Kerala Tourism\)](#)

Saudi Tourism Authority: [Culture](#), [History](#), [Hospitality](#), [Experience](#)

## Personal Podcast:

A limited series podcast I produced during the COVID-19 pandemic focusing on inspiring stories told by everyday people.

[Prelude](#)

## Local & Regional Business Websites & Brand Development:

A personal passion of mine is helping and advising SMEs and individuals in my local community with their brand management. Below is a list of websites I designed and developed, with services also including logo design, copywriting and multi-media producing and editing.

[BCI Engineering](#)

[Alex & Son Home Improvement](#)

[GTH Landscaping](#)

[Just Rick Personal Coaching](#)

[Blue Dolphin Life Coaching](#)