

Hilal Ahmed

UAE, Dubai • oteambutt350@gmail.com • (+971) 559462991

PROFESSIONAL SUMMARY

Seasoned Public Relations Officer with over a decade of experience in logistics. Skilled in crafting impactful communications, handling crisis situations, and driving engagement through innovative PR campaigns. Demonstrates a strong command of digital media trends and a commitment to achieving organizational objectives.

PROFESSIONAL EXPERIENCE

DCFC Logistics and Distribution LLC

Dubai

Nov, 2013 - Nov, 2016

Job Description:

Public Relations Officer

- **Develop and implement PR strategies** that align with the logistics company's goals, enhancing brand visibility and market presence.
- **Manage media relations**, acting as the primary point of contact for all media inquiries, and build strong relationships with industry journalists and influencers.
- **Oversee crisis communication plans**, ensuring timely and effective responses to mitigate any negative impact on the company's reputation.
- **Coordinate events and press conferences** to promote company milestones, new services, and partnerships within the logistics sector.
- **Monitor and report on PR campaign performance**, analyzing media coverage and public sentiment to inform future strategies.
- **Guide internal communications**, maintaining consistent messaging across all departments and ensuring employees are informed of company developments.
- **Leverage expertise in import-export logistics**, particularly in sea and air freight, to communicate complex processes and facilitate international media coverage.

Blue Axis Shipping and Freight LLC

Dubai

Dec, 2016 – April, 2024

- **Develop and implement PR strategies** that align with the logistics company's goals, enhancing brand visibility and market presence.
- **Manage media relations**, acting as the primary point of contact for all media inquiries, and build strong relationships with industry journalists and influencers.
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SKILLS

- Communication Skills
- Listening Skills
- Problem-Solving Abilities
- Organizational Skills
- Negotiation Skills
- Customer-Oriented Approach
- Adaptability

EDUCATION

- CLASS XII FROM BOYS HIGHER SECONDARY SCHOOL IN THE YEAR 2008

OTHER DETAILS

Dob: 01 March 1993

Passport Number: X5625568

Driving License No: 3357528 (Bike and Car)

Language Known: English and Hind

Citizenship: Indian

Emirates ID no: 784199379160635

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