

Ali Saeed

Marketing Communication Consultant

10/August/1976

date of Birth

Male

Gender

British/ Maldivian

Nationality


Married (one child)

Marital Status

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Profile

I graduated with Masters of Arts in Marketing Management from Westminster University, in the United Kingdom.

Since a very early age, I found my strength lay in visual expression, which led me to pursue an undergraduate degree in Fine Arts. This combined with a subsequent MA in Marketing Management provided the foundation for my current work as a Marketing Communication Consultant.

On completion of my Masters, I moved back to the Maldives. One of the challenges I faced was the practical application of learned conventional marketing principles to a location, which was geographically very unique. The 8 years I spent in Maldives working on diverse marketing projects has allowed me to innovate new approaches and processes to address these challenges, as well as work closely with different government institutions & UN agencies on nationally significant, and socially relevant campaigns, at research, planning, design and implementation levels.

An interesting outcome of working predominately in designing behavioural change social marketing campaign, has been the application of similar strategies to contemporary commercial marketing projects. This has allowed me to offer my clients a more empathetic & sustainable approach, to marketing communication, which is socially engaging & participatory.



Skills/ Interests

Specially interested in Art History/ Semiology/ Aesthetics/ Economics, and its application in communication & the design process.

Able to work on Mac/ Windows environment, with thorough knowledge of majority of design application including, Adobe Photoshop/ Adobe Illustrator/ Adobe Indesign. Also experience in working in multiple mediums, including Photography/ Videography/ Drawing/ Sculpting/ Writing.



Experience

2015

Male', Maldives

Freelance Consultancy

Strategic Marketing & Communication Consultant

Providing independent marketing & communication advice and consultancy to commercial businesses, individual products/services, public institutions and non profit organizations. include:

- Developing Marketing & Communication plans including strategic analysis, competitive analysis, positioning, messaging, tactics, and developing creative briefs
- Research industries and markets to identify growth opportunities for clients.
- Research consumer behaviour and preferences.
- Write proposals, preparing presentations to acquire new business, products, projects .

2015

Male', Maldives

President Nasheed Office/ Presidential Campaign 2015

Marketing Communication Consultant/ Creative Director

Part of the branding & publicity team for President Nasheed' Presidential Campaign 2015. In charge of overseeing the creative direction of all communication materials for the Policy Manifestos.

2005 - 2015

Male', Maldives

Mooinc. Pvt. Ltd

Marketing & Architectural Design Firm

Marketing Communication Consultant/ Creative Director

2013

- **Integrated Water Resource Management Social Marketing Campaign Design.**
Ministry of Environment & Energy of the Maldives

In charge of design and implementation of the research methodology, as well as the development of the overall national social marketing strategy and plan, including the relevant creative briefs for all the mediums identified.

2012

- **Behavioural Change Campaign Design for Child Abuse Prevention.**
UNICEF & Ministry of Health Maldives (Dept. Gender & Family Protection Service)

In charge of design and implementation of research methodology, including workshops to assess the findings and recommendation with the relevant stakeholder groups nationally. In charge of design and development of the overall behavioural change communication strategy and plan to prevent child abuse nationally

2011

- **Awareness Campaign to Advocate Child Friendly Schools in the Maldives**
UNICEF & Ministry of Education Maldives

In charge of quick assessment research nationally with relevant stakeholders, & development of national awareness campaign, including the final design of piloting of the communication mediums. The project involved conducting multiple workshops with relevant stakeholder to nationally and regionally to acquire their participation and involvement in the communication plan.

2011 - 2012

- **Sole Design and Communication Agency for Government of Maldives**
Maldives Marketing & Public Relation Corporation.

Marketing communication plan designs for all government policy implementations which included:

- 17th Saarc Summit Marketing and Event Collateral design
- Aasandha/ Universal Health Care - Policy Launch & Awareness material designs
- Hunaru/ Skill training Program - Communication strategy & plan
- 2012 Government Budget Awareness - Communication plan & material design

2010

- **Public Awareness Campaign for Disaster Risk Reduction, Mitigation and Early Response in the Maldives**
UNDP & National Disaster Management Center Maldives

In charge of design and implementation of research methodology, as well as the overall national awareness campaign, including the relevant creative briefs for mediums identified in the plan.

2006

- **Brand Strategy and Design of Hondaafushi & Dholiyadhoo Resort & Spa**
VA pvt. Ltd, Maldives.

In charge of identifying the most competitive and unique selling proposition and brand identity & proposition for both resorts in the Maldives

2004

Male', Maldives

Cyprea Pvt. Ltd

Marketing Communication Consultant

Freelance

In charge of identifying a unique selling proposition and developing the full marketing plan for the proposed island of Olhuveli Laamu Atoll, as part of the company bid proposal to the government of Maldives.

2000

London, UK

Calkin & Patterson IFA

Assistant to Valuation Secretary

Full- time Internship

In charge of managing the files of the of company clients, & getting updates of clients financial portfolio.



**Workshops/
Lectures**

2011 - 2013

Male, Maldives

Maldivian National University

Faculty of Engineering & Architecture

Communications Lecturer

Par-time lecturer for 3rd and 1st year Architecture students. Theory and practical application regarding semiotics, design process, and communications.

2011

Male, Maldives

Ministry of Health, Maldives

Department of Family & Gender Protection

Workshop Coordinator

In charge of coordinating and implementing communication workshop with regional managers of Family & Child Protection Agencies through out the Maldives. Involves identifying problems and issues they face, as well as finding a way forward to solve these issues through effective and coordinated communications

1998

Male, Maldives

Maravalhi Arts & Culture Workshop

Organized by Maldivian Student Association of UK

Marketing & PR Coordination

Maravalhi 1998, was a 7 days workshop organized by Maldivian Students studying in United Kingdom, to enable a collaborative environment where school leavers, can work with professions to develop works within different field of arts, including drama, music, & literature.



Education

2000 - 2001

London, UK

Westminster University

Master of Science in Marketing Management.

Core subjects undertaken includes Strategic Marketing & Service Marketing. Scored the highest mark awarded for the year in Marketing Communications.

1996 - 1998

Surrey, UK

Surrey Institute of Art & Design

Bachelor of Arts (Hons) in Fine Arts

Specialized in Sculpture. The final thesis was on evolution of the idea of realism in art history. Final year exhibition was curated by 291 Gallery, Hackney, London, with group of artists from different mediums.

1995 - 1996

Cambridge, UK

CATS, Cambridge Arts & Sciences

Foundation in Art with Distinction

Specialized in sculpture

1990 - 1995

*Bury St Edmunds,
UK*

Culford School

*10 GCSE O Level & A Level in Art, Economics, Geography
& AS Business Studies*



Referee

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