**ALI SAEED**

7 flr/M. Nirolhu, Fandiyaaru Magu, Malé 20257 Rep. Maldives

[topi@nirolhu.com](mailto:topi@nirolhu.com) • [www.topysaeed.com](http://www.topysaeed.com) • +960 9791971

**Marketing Communication Consultant**

**Creativity & Innovation** ~ **MARKETING MANAGEMENT** ~ **FINE ARTS BACKGROUND**

* Enjoys new approaches and challenges in ***Marketing Communication*** who maintains a proven track record of continued successes, as well as realizing concurrent professional growth.
* Skilled at collaborating with clients for specifically tailored results, while fostering communication and innovation at all organizational levels.
* Empathetic and sustainable approach to socially engaging and participatory marketing
* Mac and Windows environments; Adobe Photoshop, Illustrator, InDesign
* Experience with various media, including photography, videography, drawing, sculpting and writing

**Professional Experience**

**2013 to present: Strategic Marketing & Communication Consultant – Freelance Consultancy**

Malé, Maldives

Provide independent marketing and communications advice and consultancy to commercial

businesses, individuals, public institutions and non-profit organizations.

* Collaborated with clients to deliver specifically tailored marketing and communication plans; these included strategic analysis, competitive analysis, positioning, messaging, tactics and creative briefs
* Targeted growth opportunities for clients by researching appropriate industries and markets
* Tracked consumer behaviour and preferences to effectively implement marketing initiatives
* Created marketing collateral, including writing proposals and preparing innovative presentations, to acquire new business, products and projects, enhancing client base and boosting revenue
* Development and design of corporate visual identity, including Guidelines and Specifications

**2013: President Nasheed’s Office/Presidential Campaign 2013**

Malé, Maldives

Served on the branding and publicity team for President Nasheed’s presidential campaign.

* Managed an array of responsibilities, including the creative direction of all communication materials

1. **to 2013: Mooinc. Pvt. Ltd.—Marketing and Communication Consultant/Creative Director**

Malé, Maldives

Worked as a Head of Marketing and Creative Direction at this Marketing and Architectural Design Firm.

* 2013: Integrated Water Resource Management Social Marketing Campaign Design for Ministry of Environment and Energy of the Maldives
  + Managed overall design and implementation of research methodology, as well as development of national social marketing strategy, including relevant collateral and media
* 2012: Behavioural Change Campaign for Child Abuse Prevention; UNICEF and Ministry of Health, Maldives (Dept. Gender and Family Protection Service)
  + Conducted workshops to gather data and assess information to identify existing communications and make recommendations. Charged with design and development of overall behavioural change communication strategy and plan to prevent child abuse on a national level.
* 2011 - 2012: Government of Maldives Marketing & Public Relations Corporation
  + Served as sole designer of marketing communication plans for government policies, including 17th SAARC Summit Meeting, Aasandha/Universal Health Care, Hunaru/Skill Training Program and 2012 Government Budget Awareness initiative
* 2010: Public Awareness Campaign for Disaster Risk Reduction, Mitigation and Early Response in the Maldives; UNDP & National Disaster Management Center, Maldives
  + Implementation of research methodology, as well as overall design and development of national awareness campaign, including relevant marketing collateral.
* 2006: Brand Strategy and Design of Hondaafushi & Dholiyadhoo Resort & Spa, Maldives
  + Identified the most competitive selling propositions and brand identity for both resorts.

**2004: Cyprea Pvt. Ltd.—Freelance Marketing Communication Consultant**

Malé, Maldives

Worked on company bid proposal to the Government of the Maldives.

* Identified unique selling propositions and developed comprehensive marketing plan for proposed island of Olhuveli Laamu Atoll

**2000: Calkin & Patterson IFA—Assistant to Valuation Secretary**

London, UK

Gained valuable experience through this full-time internship.

* Managed files for company clients and updated clients’ financial portfolios.

**Workshops & Lectures**

**2011 to 2013: Maldivian National University**

Served on faculty of Engineering and Architecture as a Communication Lecturer.

* Part-time lecturer for third- and first-year Architecture students. Lectures included theory and practical application regarding semiotics, design processes and communications.

**2011: Ministry of Health, Maldives**

Served as Workshop Coordinator for the Department of Family and Gender Protection.

* Coordinated and implemented communication workshops with regional departmental managers throughout the Maldives.
* Collaborated with representatives to identify problems and issues, and to formulate future plans through marketing and communications.

**1998: Maravalhi Arts & Culture Workshop, Maldives**

Organized by Maldivian Student Association of UK / Marketing and PR Coordination

* Attended this seven-day workshop organized by Maldivian students studying in the UK.
* Successfully enabled a collaborative environment in which school leaders could work with professionals to develop skills within different fields, such as drama, music and literature.

**EDUCATION**

**2000 to 2001: Westminster University, London, UK**

Master of Science in Marketing Management

Core subjects included Strategic Marketing and Service Marketing

Scored highest mark awarded for the year in Marketing Communications

**1996 to 1998: Surrey Institute of Art and Design, Surrey, UK**

Bachelor of Arts (Hons) in Fine Arts

Specialized in sculpture; final thesis was on evolution of the idea of realism in art history

Final year exhibition was curated by 291 Gallery, Hackney, London

**1995 to 1996: CATS, Cambridge Arts and Sciences, Cambridge, UK**

Foundation in Art with Distinction

**Personal details**

**Date of Birth:** 10.August.1976

**Gender:** Male (Married, one child)

**Nationality:** British/Maldivian