ALI SAEED

Brand Marketing & Communication Consultant

London, UK | Open to remote roles and consultancy

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EXPERIENCE

Strategic Marketing & Communication Consultant

Topysaeed Ltd. Independent Consultancy

2020 - Present London, UK

- Develop marketing, branding and communication strategies informed by research.
- Design visual identities, including logos, typography, colour palettes and brand guidelines.
- Provide creative art direction and design for commercial branding and public awareness campaigns.

Research Consultant

MC Saatchi Research

2019 to 2029 London, UK

- Monitored & analysed social media trends and changes, preparing findings for the research team and client.

Strategic Marketing & Communication Consultant

Independent Consultancy

2013 to 2019 Male' Maldives

- Developed tailored marketing and communication plan covering strategic and compeititve analysis, positioning, messaging, campaign tactic and creative briefs,
- Researched markets and audience analysis to identify opportunitye and inform marketing decisions.
- Created proposals, presentations and marketing colleteral, alongside corporate visual identities and brand guidelines.

Marketing & Communication Consultant/ Creative Director

Mooinc. Pvt. Ltd.

2005 to 2013 Male' Maldives

- Lead marketing and creative direction at a marketing and architectural design firm, working across hospitality brands, government, and non govermnent agencies.

Marketing & Genertal Administrator

Hummingbird Pvt. Ltd.

2003 to 2005 London, UK

- Supported day-to-day office administration and marketing activities at a London-based travel agency.

EDUCATION

Masters Degree in Marketing Management

University of Westminster

2000 to 2001 London UK

- Highest mark in Marketing Communication for the year

Postgraduate Diploma in Marketing

London School of Printing

1999 to 2000 London UK

SUMMARY

Brand, marketing and communications consultant with over 20 years' experience working with businesses, government institutions and non-profit organisations. Combines marketing strategy with creative direction to develop brand positioning, visual identities, communication plans and campaigns. Experience spans hospitality branding, audience research and national public awareness programmes. Brings a master's degree in Marketing Management and a Fine Arts background, with the ability to carry projects from research and strategic planning through to messages, design and communication materials

SKILLS

Core Expertise

- Brand Strategy and Positioning
- Marketing Communications Planing
- Social Marketing and Behaviour Change
- Campaign Concept Development
- Audience Research and Market Analysis
- Brand Messaging and Copywriting
- Visual Identity Design and Brand Guidelines
- Creative Art Direction & Design
- Stakeholder Engagement
- Workshop Design and Facilitation
- Proposal Writing and Presentation Development

Creative Tools & Media

- Adobe Indesign,
- Ilustrator, Photoshop,
- writing,
- photography videogrpahy

EDUCATION

BA(Hons) Fine Art
Surrey Institute of Art and Design

1996 to 1998 Farnham UK

Art Foundation
Cambridge Arts & Sciences

1995 to 1996 Cambridge UK

Distinction

GCSE & A Levels
Culford School

1990 to 1995 Bury St Edmunds UK

WORKSHOPS & TEACHING

Communication Lecturer (part-time)
Maldivian National University

2011 to 2013 Male' Maldives

- Taught BA Architecture Students, Communication theory, semiotics & design process.

Workshop Coordinator
Ministry of Health

2011 Male' Maldives

- 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.

Maravalhi Workshop
Maldives Student Association (UK)

1998 Male' Maldives

- 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.

REFERENCES

Ahmed Siaar
Bekind | Cluster General Manager

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Mohamed Ishan Saeed
Mooinc. Pvt. Ltd. | Director/ Manager

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SELECTED PROJECTS

Meyyafushi
Resort & Bekind | Branding and Communication plan
Fushifaru Investment | 2023 - 2025

Developed marketing communication strategy & brand identity for the resort and its parent company, connecting strategic positioning with visual communication.

Waste Management | Communication Strategy & Campaign identity & planing
UNDP/ World Bank | 2021 - 2023

Developed a national communication strategy and plan including campaign identity and communication tool kit for waste management awareness and behavioural change in the Maldives.

Fushifaru Resort | Branding and Communication plan
Fushifaru Investment | 2015 - 2017

Developed marketing communication strategy & brand & visual identity for the resort, with communication plan.

Integrated Water Resource Management | Communication Strategy & Plan
Ministry of Environment & Energy, / ADB | 2013 - 2014

Designed & implemented the research methodology and developed a national social marketing strategy, & communication plan, supported by campaign collateral

Child Abuse Prevention | Behavioural Change Communication
UNICEF & Ministry of Health, Maldives | 2012 - 2013

Facilitated evidence gathering research & workshops to design a National public awareness and behavioural change communication strategy and plan

Disaster risk reduction & early response | Public Awareness & Behavioural Change.
UNDP & National Disaster Management Centre Maldives | 2010 - 2011

Designed & implemented research and developed a national public awareness campaign, including communication materials.

For more details on the projects & others please check: https://www.topysaeed.com/my-works/