

## CURRICULUM VITAE

### **Muawia E. I. Babiker**

Mobile +971 50 828 7305

Email: [muawiaibrahim@gmail.com](mailto:muawiaibrahim@gmail.com)

## PERSONAL DETAILS

**Nationality:** Sudanese

**Marital Status:** Married, with four children

**Sex:** Male

**Date of Birth:** 1.1.1962

**Languages:** Arabic-English

## EXPERIENCE

### **Arabia Media Hub LLC, Sharjah, UAE**

Founder, Executive Director, Oct 2022 present

As the CEO, I'm responsible for providing strategic, financial and operational leadership for the company and I closely liaise with the team who are all freelancers and stationed in different parts of the world.

My Primary Responsibilities include planning, developing, implementing and directing the organization's operational and fiscal function and performance; developing and implementing the company's plans and programs; analysing the effects of long-term growth initiatives, planning, new strategies, and regulatory actions; performing accurate analysis of financial trends and budgets to help the BOD as well as the senior executives will increase credibility and authority.

### **Mesarya Emlak ve Danışmanlık Ltd. (Mesarya Estate & Consultancy Ltd (Nicosia, Turkish Republic of Northern Cyprus)**

Senior Chief Consultant, Oct 2022 present

I'm responsible for identifying and actualising opportunities for the company's business growth, mainly in the Middle East region.

My role to include the following tasks and areas of responsibility:

- Identifying new business opportunities.
- Developing leads and contacting potential customers.
- Devising sales strategies and implementing them.
- Keeping up to date with trends within your sector.
- Generating reports and presenting an analysis of marketing and sales progress.

### **ADNOC Offshore, Abu Dhabi, UAE**

HR Advisor, Organization Development Jul 2020 – Oct 2022

Provided professional consultancy services and advice on the establishment of organisational strategies and objectives and the of optimal manpower requirement in all Company Divisions. Was in charge of HR Business Unit communication. Edited, reviewed and updated the Company's Organisation Manual to incorporate new statement of functions, organisation structure and manpower establishment. Provided professional advice to extended management on establishing organisational objectives and manpower/establishment plans.

**ADNOC Offshore, Abu Dhabi, UAE**

Specialist, External Communications, Sep 2018- Jun 2020

Planned, developed and supervised delivery of external communications campaigns in order to support and enable targeted storytelling and stakeholder engagement. Contributed to public relations and reputation risk management to help promote and increase awareness on the business operations to external stakeholders, and proactively manage the company's reputation.

**ADNOC Offshore, Abu Dhabi, UAE**

Employee Engagement Specialist, March 2018 – Aug 2018

My key role was to ensure that the company messages are aligned with ADNOC's vision, messaging and brand. Tasks include content development, copywriting (mainly management messages), designing surveys, supervision of photography, updating OPCO portal content, film production, branding, art and editorial supervision, coordination with Group Communications on messaging, editorial requirements, photography and videography.

**ADNOC Offshore, Abu Dhabi, UAE**

Media Relations Specialist, Jul 2017- Feb 2018

My key role was to ensure that the company communications are effective, targeted, credible and aligned with ADNOC's vision, messaging and brand. My tasks included content management, copywriting (press releases, speeches) photo editing, film production, branding, art and editorial direction.

**ADMA-OPCO, Abu Dhabi, UAE**

Editor, Nov 2008- Jun 2017

Tasks include editing, copywriting including speeches, rewriting reports by writers, advertorial copywriting and layout, supervising editorial staff, publication management.

**ADMA-OPCO, Abu Dhabi, UAE**

Senior Public Relations Officer Oct 2006- Oct 2008

Tasks included event management, editing, content development, copywriting, including speeches, rewriting reports by writers, advertorial copywriting and layout, publication management.

**Khaleej Times, Abu Dhabi, UAE**

Chief Reporter, Jun 2004- October 2006

I was responsible for news reporting, in charge of allocating the reporters with tasks of covering news. Tasks include: news hunting beat management, mobilizing reporters, rewriting and coaching, special reporting, coordination with Chief Editor. Covered all Arab League, OIC and other summits and meetings held in the region and elsewhere.

**Khaleej Times, Abu Dhabi, UAE**

Senior Reporter, June 1996 – Jun 2004

Political, environmental, municipal, cultural, business and public affairs reporting; critical editorial writing. Covered all Arab League, OIC and other summits and meetings held in the region and elsewhere.

**Freelance Editor/Translator/Proof-reader/Copywriter - 2002-2007**

- United Nations (Translated several UN Conventions)
- Venus Advertising (Handling oil companies' newsletters).

**Abu Dhabi National Oil Company (ADNOC), Abu Dhabi, UAE**

Freelance Editor, June 2001 – February 2002: Editing, translations, copywriting

**Al-Quds Al-Arabi Daily (London – UK)**

Proof-reader, translator, reporter 1992-1996

Tasks: Supervising Dept. work, proofreading, Arabic/English translation, reporting, critical editorial writing, advertorial copywriting and layout.

**Assudan Arabic Weekly (London- UK)**

Managing Editor, 1993-1996

Tasks included editing, rewriting reports by foreign correspondents, critical editorial writing, advertorial copywriting and layout, conducting interviews with senior executives, supervising editorial staff, publication management.

**Sudan Festival Co. (Khartoum - Sudan)**

Public Relations Coordinator, 1989-1991

**Ministry of Communication (Khartoum - Sudan)- Minister's Office**

Executive Secretary, 1989

Arabic/English translation, follow up of important issues with government departments including the Cabinet, arranging meetings with delegations or officials, PR tasks.

**The International Islamic Confederation for Labour** (An Arab Labour Organisation (ILO) affiliate, (Cairo-Egypt), Translator (Part-Time) 1985-1988 (Translation/interpreting from English into Arabic and vice versa)

**EDUCATION****Cardiff Metropolitan University, UK**

Master of Business Administration, July 2017

**British Institutes, Khartoum, Sudan**

BTEC Post Graduate Diploma (Level 7 Extended Diploma in Strategic Management & Leadership QCF), August 2016

**International Academy on Leadership Training, Khartoum, Sudan Mini**

MBA, May 2015

**The American University in Cairo (AUC)**

Advanced Translation and Interpreting Certificate- April 1988

**PROFESSIONAL TRAINING**

Leading Without Authority, ADCO, 2013

- Finance and Business Reporting, Reuters, Abu Dhabi, 2005
- Environmental writing training course, Abu Dhabi, 2002
- Translation course, Lambeth Community Education Institute, London, UK, 1993
- Introduction to Community Interpreting, Lambeth Community Education Institute, London, UK, 1992
- Arbitration and Dispute Resolution in Oil & Gas, investment, banking & international trade, Regional & International Arbitration Association, Cairo Egypt, 1999

**Other courses:**

- Business Intelligence, Career Development, Incident Reporting, Learning Management for Employees, Maintain HR Data Using Self Services, Time Management, SAP.
- E-training course (Arab Board for Consultancy & Training, Egypt) Feb 2023

## FURTHER SKILLS

- Good computing skills: Microsoft Office, ADOBE Professional, Internet. All MS applications including Window, Words, office, Excel, power point, etc.

Drawing, photography, cartoons, calligraphy and graphic designing (moderate).

### **Interpersonal skills**

Ability to work under pressure.

### **Languages**

Fluently spoken and written Arabic and English

## VOLUNTARY WORK

Memberships:

- UAE Environment Friends Society (Abu Dhabi, UAE)
- UAE Heritage Revival Association (Abu Dhabi, UAE)
- UAE Positive Cancer Foundation (PCF) (Abu Dhabi, UAE)
- SAVANA Cancer Society (Khartoum, Sudan)

## PROFESSIONAL MEMBERSHIPS

- The International Journalists Union
- Sudanese Journalists Association
- UAE Press Club

## ACHIEVEMENTS

- Covered two major wars (Kosovo and Iraq), first Arab journalist embedded with US-led coalition forces. Received commendation from US Army commander for distinguished coverage.
- Author: "**The Way to Success**", an English grammar book for intermediate level students (1989), MidLight Publishing, UK, 1989.
- Author: "**The Cyprus Issue**" (2013) an Arabic-language book on the journey of Turkish Cypriots towards a peaceful settlement to their issue.
- Winner of several awards for best coverage

## References

Dr. Mohamed Osman, Advisor, The Carter Center, London, UK (+447943698661)

<https://www.linkedin.com/in/mohamed-osman-ab5211216?originalSubdomain=uk>