



# Hydar Al-Bedaery

Digital Content/Social Media  
Manager/Account Director

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**Award-winning, results-driven, and customer-focused digital marketing specialist with rich international experience driving marketing strategy, content development, and platform growth across corporate and government environments.**

- SME on British digital marketing; corporate influencer with concrete history of advising business leaders to initiate digital marketing campaigns and channel publishing through integrated communication, social media management, content production, and paid ads.
- Entrepreneurial and commercially-astute professional with demonstrated excellence developing and growing business start-up to offer social account management and digital marketing strategy for government and high-profile brands.
- Remarkable success leading content ideation and creation and achieving communication objectives by leveraging user insight and making data-based decisions.
- Proven record of leveraging understanding of audience segments to define content strategy from inception to execution.
- Commended by the leadership for successful brand/digital product launches through exceptional marketing strategies and campaigns.
- Creative and innovative thinker with a stellar record of overseeing the creative process of large-scale digital campaigns' material as well as producing and curating content in collaboration with creative teams and studios.
- Excel at fostering lasting client relationships by addressing "pain-points".
- Seasoned leader of diversified, high-performing marketing teams.
- Led various visual projects exhibited on [Content scrapbook](#), including selection of published social content, video production, campaign material, social content, channel branding, and UX. Follow [Clippings](#) to find high-level, large-scale projects across industries, including selection of articles on projects, events, and communication campaigns.

## Areas of Expertise

- Digital Content & Marketing
- Cross-Channel Digital Campaigns
- Social Media Content
- Organic Brand Strategy
- Digital Campaign Framework & Optimisation
- Needs & Trends Analysis
- Content Analysis & Advisory
- Consistent Content Creation
- Crisis Management
- Account Management
- Leadership & Teamwork
- Community Strategy

## Career Experience

**Midnight Communications, Brighton, UK**  
**Account Director**

**2022 – Present**

At this multi-award-winning B2B PR and content agency, I provide strategic leadership and direction, collaborating with industry leaders across sectors such as hospitality, facilities management, legal, accounting and real estate. Utilising my digital marketing expertise, I shape clients' social media strategies, oversee key accounts, manage a talented team and collaborate with the management team to shape the agency's future direction.

I effectively integrate PR with social media as a key component for clients at Midnight Communications, driving client success and engagement.

Steering account management for Compass Group, a multinational company with over £20 billion in turnover, overseeing key brands Eurest and 14forty, focusing on integrating ESG and sustainability messaging into their campaigns and leading account management for Highbourne Group, a company with an estimated turnover of £1.3 billion in 2021.

### **Key Responsibilities:**

- Drive strategic direction for campaigns, ensure team effectiveness, foster excellent client relationships and act as a trusted adviser.
- Transform clients' needs and innovative ideas into creative B2B campaigns, leading from conceptualisation to execution, with a strong focus on integrating PR with social media as a key component.
- Manage multi-agencies for content development and creatives, providing creative direction and overseeing the production of high-quality, engaging content.
- Deliver hands-on campaign execution, including writing, planning, logistics, edits and approvals.
- Offer digital marketing consultation to clients, align their online presence with overall marketing goals and strategies and craft tailored social media strategies to boost brand visibility and engagement.
- Nurture the development of team members, inspiring and maintaining team cohesion.
- Review cross and up-sell opportunities and identify new service opportunities.
- Develop proposals and play a senior or leading role in pitch teams for prospective clients.
- Contribute to the business and creative direction of the agency, driving continuous improvement and efficiency.

### **Weber Shandwick, Abu Dhabi, UAE Senior Digital Client Manager**

**2019 – 2020**

Provided strategic direction and leadership to drive content strategy, executive visibility, and digital channel planning. Steered channel and content strategy for clients through social storytelling by utilising digital platforms. Functioned as the first point of contact for communication teams to address call-in crisis. Transformed clients' requirements and innovative ideas into digital/social media campaigns by leading from conceptualisation to execution. Strategised and managed social media account content for Abu Dhabi-based clients. Led social media and digital content strategies to promote high-profile talks, forums, and events for clients. Monitored and approved content before going live, ensuring content accuracy and tonality.

- Directed nationwide messaging for the Department of Health for COVID-19 awareness and public enrolment in vaccine trials.
- Planned and led vaccine trial campaign and gained over 31K vaccine volunteers.
- Formulated social media annual communication strategy and guided clients' communication teams in content management. Authored several documents, including Digital Playbooks, Communication Pillars, and Social Media Strategy.
- Championed launch of COVID-19 Website, receiving 30K daily active users and 1M+ views within the first month.
- Won PCRA award for Grow at Home campaign, generating 2000 content submissions, and organising events with 2000 child participants for UAEP Account.
- Generated various leads by directing content for Abu Dhabi University enrolment/awareness campaign.
- Managed several channels, including The Department of Health Abu Dhabi, Abu Dhabi Investment Office, Umm Al Emarat Park, and Abu Dhabi University.

### **RAK Properties, Ras Al Khaimah, UAE Digital Marketing Manager, Mega Infrastructure Projects**

**2017 – 2019**

Directed social media communication, online advertising, and local/international digital campaigns to attract larger clientele and create new business opportunities. Established digital department and headed the team to manage the creative process of large-scale digital campaigns' material. Utilised and reported data-driven campaign insights to define new marketing strategies. Reported to the Director of marketing and sales and communicated annual marketing strategy/campaign plans, budgeting lead generation tactics, and KPIs. Targeted new and existing investor attendance for Cityscape and roadshows by promoting sales events through digital campaigns. Provided leadership to in-house design team and external agencies to produce lead-generating content/design. Organised workshops with sales and community management teams to define comprehensive strategies and communication objectives.

- Advanced company's digital marketing organisation by managing AED3M budget and ensuring well-distributed resources.
- Led 3500% increase in social media reach and by planning and launching real-estate campaigns.
- Generated 6K qualified leads by securing 50M views for awareness campaigns for project launches across digital touchpoints.

- Facilitated launch of Northbay, Hayat Island, and InterContinental through awareness, lead generation, and Creatives/ads.
- Facilitated property project launches through brand guidelines / creatives for RAK properties rebrand, Hayat Island launch, Northbay, and Marbella villas.
- Increased event attendance of retail community (Mina Al Arab) to promote footfall by organising notable events, including outdoor cinemas, RAK Eats, and Tough Mudder; sold 2500 tickets, contributing to 100K GBP in ticket revenue.
- Added AED 100M in sales revenue by boosting sales conversions of digital leads from 8% to 45%.
- Directed rebrand projects including logo, website, and branding as well as signed off on collateral from internal/external teams.

**Yalla, Digital Agency, Dubai, UAE**  
**Chief Executive Officer | Founder**

**2014 – 2017**

Founded the company and directed end-to-end business development to offer social account management, improve digital services, and drive digital strategy for government and high-profile brands. Spearheaded team of creative and digital experts to execute digital strategy, content production, website designs, and ensure agency-wide high-quality and consistent service delivery. Contributed to brand promotion by managing social media accounts for Adventure HQ, Hushpuppies, Papa John's, Doner & Gyros, and MyDubaiMyCity.

- Founded the start-up and grew to GBP 700K turnover in the first year.
- Excelled as digital advisor to Dubai Sports council (Government) and directed AED 1M/year promotional spending.
- Formulated the most effective digital strategy and campaign for each client by blending digital services.
- Championed social media campaigns for event promotion, including Dubai Tour, Dubai International Handball tournament, Sheikha Hind Women's Tournament, Dubai International Junior basketball tournament, and Samsung Beach Soccer; gained foot traffic of 30,000 fans to the stadium through marketing campaigns.
- Planned and led various UX and website projects, including The Dubai Sports council - GOV portal, Huawei - Seeds for the future microsite, and Duplays - Website / UX, RTA Walk for good.

**FamTech, Dubai, UAE**  
**Project Manager**

**2011 – 2014**

Led requirement gathering, product/project planning, and development of mobile applications and website UX for UAE government clients. Developed and evaluated project forecasts to define budget and eliminate potential risks. Monitored project/development lifecycle and compiled reports to update internal/external stakeholders.

- Managed software/app requirements for application solutions and enabled roll-out of devices containing bespoke applications for partnership with Samsung.
- Cultured user-centred mindset while facilitating key stakeholders in decision-making to improve user experience across digital stream, social media, and website.
- Developed and sold a project, Login Tablets, for GBP 3M.
- Led and completed major projects, including Dubai Sports council - Dubai Tour (digital touchpoints), Globe soccer awards - Registration app, Prime Minister Office - Government summit (touchpoints / app development), and the world's first MDM adopted by Samsung.

**Education**

**Bachelor of Arts (Honours), Business Management with Marketing**

University of Brighton, UK

Accredited by the Association of Chartered Certified Accountants (ACCA), the Chartered Institute of Purchasing and Supply (CIPS), and the Chartered Management Institute (CMI).

**Honours & Awards**

PCRA DIGITAL AWARD (2020), United Arab Emirates

Digital team of the year, Weber Shandwick – UAE

Best Social Media Campaign, Uniting the community with Umm Al Emarat Park's #GrowAtHome

PCRA, the world's largest and most influential PR professional body. Challenging, supporting, and raising standards.