

Dina AbuLaban

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Senior Communication Professional

Twenty years of communication and marketing experience with solid record in public and media relation, public affairs, crisis management, communication strategies, corporate social responsibility strategies, coaching and training.

Co-founder of Nabd Training and Consultancy, a firm that focuses on providing trainings and consultancies in the field of communication for companies, organizations, and local communities with the objective of increasing the individual level of engagement and contribution to the community

Producer and co-presenter of the radio program “Wain El Sah”- What is right- a live show addressing socioeconomic and cultural issues in Jordan.

A certified communication specialist, and facilitator in the “Alternatives to Violence Program”, a self-starter, a strategist, and a skilled bi-lingual writer.

A certified Engagement Coach from Gallup Inc, and a certified High Impact Leader from University of Cambridge.

Footprints

Co-founder, Nabd Training & Consultancy

2016

About Nabd

- A firm that aims at increasing the level of people's engagement in their communities be it work, home, village, school or university.
- Nabd provides different types of services in the above-mentioned domain, all presented by people who are specialized in their domains
- Some of our clients: IREX, Zain Telecoms, Dubai Municipality, GIZ, Mercy Corps, Arab Bank, Novartis Pharma, Metlife, Vento Di Terra, Cairo Amman Bank, and many others.

Personal Role and Responsibility at Nabd – Senior Communication Specialist

- Develop communication plans and strategies for companies
- Develop training curriculums and localizing international ones.
- Develop and organize trainings in related topics such as: How to read the media messages, how to develop credible message, building the organizations' message house
- Communication skills trainings using the Alternative to Violence Program
- Also work closely with HR directors to identify elements that negatively affects the level of employee engagement at the organization, and develop rectifying plans accordingly with the needed training curriculums

Communication & Marketing Manager, Mercedes-Benz

2012-2017

- Reporting to the General Manager. Develop short and long-term communication strategies across all functions for both the external and internal communication
- Develop the brand's CSR direction and main pillars, identify, create and implement initiatives.
- Develop Mercedes-Benz Jordan annual marketing plans, consumer journey, retention and acquisition plans, and loyalty program.
- Created tailored KPIs to measure the customer satisfaction and compare against regional standards

Client Servicing Director, Asda'a Burson-Marsteller

2009- 2012

A leading multinational Public Relations agency, part of the WPP group

- Joined the agency as an Account Director, then got promoted to Group Account Direct, and lastly Client Servicing Director leading the Jordan Asdaa Team.
- Created and presented pitches and RFPs to public and private entities,
- Developed communication plans, public affairs strategies and crisis management plans, CEO positioning plans, National level CSR programs, for all major retainer clients, setting clear KPIs that were achieved as proven by business results and customer perception surveys
- Some of the main clients with whom I have worked: Starbucks, Kia Motors, Queen Rania Foundation, Mercedes-Benz, Samsung Levant, Airport International Group, Potash Company, King Abdullah Design and Development Bureau, Al- Maabar, Cairo Amman Bank, Al Rajhi Bank, Jordan Insurance company, Al Ghad newspaper, and many others.

Communication Director, Pharmacy1

2008 – 2009

The first and leading chain pharmacy in Jordan

- Established the communication department, developing the department's SOPs, and creating the brand guidelines.
- Create the PR and communication guidelines for the chain in Jordan, providing the legal restrictions governing the industry.

Franchise Manager, Merck Sharp and Dohme (MSD)

2002 – 2007

US based multinational pharmaceutical manufacturer

- Responsible for the sales and marketing of two core products directly influencing the revenues of the company, developed long and short term business plans and presented them to MENA president.
- Created the national business plans and strategies supporting products growth throughout their lifecycle, ensuring a market leadership status for all of them.
- Invented and implemented the Key Players Micromanagement Plan concept
- Created the "Difficult to Access Accounts' strategies, facilitating the presence of the company with all its products in the main institutions.
- Member of the Europe and Middle East Marketing Team, responsible for drafting the marketing strategies in the region.

Early Career

Medical representative, Abbott pharmaceutical laboratories	2000 - 2002
Regulatory officer, Sukhtian group	1999

Personal Pursuits

Radio Program producer and co-presenter, Radio Al Balad 2013- present

- “Wain Essah” is a weekly radio show that airs live on Radio Al Balad, 94.2 fm
- The program addresses social issues and topics related to the wellbeing of people that are evidence based
- Radio Al Balad is a leading radio station, that focuses on community related topics

Founder of “Anxiety Away” training program 2015 – Present

- This first of its kind in Jordan is based on a 360-degree concept, where the best mentors in town, from different specialties, have come together to empower participants with the skills needed to achieve a higher status of wellbeing, all based on the latest scientific evidence.
- Program has been successfully implemented with a number of institutes such as: Zain Telecoms, ABBOTT pharmaceuticals and Dubai Municipality

Educational and Professional Qualifications`

Certified High Impact Leadership Coach, Cambridge University, UK.
Certified Engagement Coach, Gallup Institute, UK
Certified Facilitator with the Alternative to Violence Program, AVP International
Evidence Based Communication Trainer, Burson-Marsteller.
Crisis & reputation management, Burson-Marsteller.
Developing Public Relations Messages, Burson-Marsteller.
Advanced Communication Skills Trainer, Merck Global Training Center.
Certified Marketing planning trainer, Merck Marketing Principles, Merck Global Training Center.
Excellence in resource allocation, Merck Global Training Centre.
Certified Soft Skills Trainer, Merck Global Training Center.
Doctor of Veterinary Medicine, Jordan University of Science and Technology, 1999.

Personal Details

DOB: 30 July 1976

Nationality: Jordanian

Marital status: Single

References available on request