

RANA RADWAN

Strategic Communications Leader | Brand Strategist | Creative Consultant

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CORE EXPERTISE

- Strategic Communications
- Brand Strategy & Positioning
- Crisis Communication
- Social Media Leadership
- Influencers Marketing
- Content & Campaign Direction
- Media Relations & Spokesperson
- Stakeholder Engagement
- Events & High-Level Visits
- Creative Consulting
- Team Coaching & Training
- Budget Management

LANGUAGES

Arabic, French, English

Native

Spanish

B1 - Intermediate

German

A1 - Basic

EDUCATION

Sorbonne University CELSA, Paris

MSc Management, Communication, Media & Marketing

Ranked 2nd in class · 2016–2018

Sorbonne University, Paris

BA French Literature & Journalism

1st in class · Honors List · 2009–2012

CERTIFICATIONS

Artificial Intelligence in Marketing

2026-2027

Google Diploma in Digital Marketing

2019–2020

TOOLS & PLATFORMS

Microsoft Office Suite: Word, PowerPoint

Content Creation Tools: Canva, InShot

SM Management & Monitoring Tools: Loomly, Visibrain

Social Media Platforms: LinkedIn, Meta (Facebook & Instagram), X, YouTube, Snapchat

BEYOND WORK

Writing & reading

Yoga & Meditation

Travel & Photography

PROFESSIONAL PROFILE

A senior communications professional with extensive experience across corporate and diplomatic environments, I specialize in strategic messaging, executive positioning, and stakeholder engagement. My work on high-profile international mandates; from world expositions to climate summits and state-level events; has sharpened my ability to protect institutional reputation, navigate complex environments, and deliver communication strategies that drive measurable impact.

I bring corporate discipline, cross-cultural fluency, and the kind of calm under pressure that only comes from operating at the highest levels.

PROFESSIONAL EXPERIENCE

Head of MENA Social Media & Communication Hub

Apr 2019 – Present

Swiss Federal Department of Foreign Affairs (FDFA) · UAE

- Lead and oversee strategic communications and social media for 11 Swiss embassies across the MENA region, encompassing strategy development, content creation, campaigns execution, and technical advisory.
- Develop and implement regional communication frameworks aligned with Swiss foreign policy objectives, ensuring brand consistency and diplomatic sensitivity across all channels.
- Coach and upskill communications staff across MENA missions; design and deliver webinars and trainings on regional and international levels.
- Advise Ambassadors on social media positioning and deliver bespoke media training to senior leadership.
- Lead communications for high-level state visits including the State Secretary Helene Budliger Artieda, Federal Councilor Guy Parmelin, and Presidential visits to the UAE.
- Direct communications for flagship regional events: 50th anniversary diplomatic celebrations (UAE, Oman, Qatar), Saudi-Swiss Cleantech Forum, and Saudi-Swiss Fintech Forum.
- Collaborate cross-institutionally with the Swiss Development Cooperation (SDC), Swiss Tourism, and the Swiss Business Hub to develop integrated MENA content strategies.
- Manage and allocate marketing and communications budgets across the regional hub.

Strategic Communication Advisor

Apr 2019 – Present

Swiss Federal Department of Foreign Affairs (FDFA) · UAE

- Provide strategic counsel to the Embassy of Switzerland on communications, media outreach, social media positioning, event strategy, and operational processes.
- Advise on and review the embassy's communication strategy, including crisis communication planning and execution.
- Coach the communications team and embed best practices across the mission.
- Draft speeches, ambassadorial quotes, key messages, and media-facing content for senior diplomats and executives.

Head of Communications & Marketing at COP28

Sep 2023 – Dec 2023

Swiss Federal Department of Foreign Affairs (FDFA) · UAE

- Directed the full communications and marketing operation for Switzerland's presence at COP28, one of the world's most high-profile climate summits.
- Developed and executed integrated communication, social media, and marketing strategies including media plans and partner briefings.
- Secured and managed high-level media engagements for Swiss spokespeople, including Swiss President Alain Berset.
- Conceived and produced Switzerland's COP28 marketing flagship - a comprehensive country leaflet from brief to final print.
- Served as a member of the protocol team during high-level visits, coordinating with UAE and Swiss government offices.
- Orchestrated strategic evening events with partners including Switzerland Tourism, UBS, and Hitachi Zosen Inova.

Communication Manager at FIFA World Cup Qatar

Sep 2022 – Dec 2022

Swiss Federal Department of Foreign Affairs (FDFA) · Presence Switzerland - Club Suisse Doha

- Managed the full communications ecosystem for Club Suisse Doha: media relations, social media, influencer marketing, website, agency relationships, and on-ground team.

- Developed end-to-end communication, crisis communication, and social media strategies for one of Switzerland's most visible global brand activations.
- Produced all media content: press releases, media invitations, website copy, and executive quotes from concept to publication.
- Conceived and executed Influencer Nights, driving earned media coverage and organic brand amplification.

Regional Communication Manager

Jan 2020 – May 2022

Swiss Federal Department of Foreign Affairs (FDFA) · Presence Switzerland - Swiss Pavilion, Expo 2020 Dubai

- Headed regional communications for Switzerland's official national pavilion at Expo 2020 Dubai, the largest world exposition in history.
- Developed RFPs, communication strategy, crisis communication framework, and social media roadmap for a multi-year, multi-stakeholder mandate.
- Led the PR, influencer, and creative agency ecosystem; co-managed a team of six on the ground.
- Directed media strategy for Presidential visits: HE Guy Parmelin (Sept. 2021), HE Ueli Maurer (May 2021), and the official Finance Day delegation (March 2022).
- Conceptualized and produced the Finance Day programme and its companion financial booklet, positioning Switzerland as a global financial hub.
- Authored speeches, key messages, and talking points for high-level Swiss spokespeople.

Arabic Media Spokesperson

Oct 2021 – May 2022

Swiss Federal Department of Foreign Affairs (FDFA) · Presence Switzerland - Swiss Pavilion, Expo 2020 Dubai

- Represented the Swiss Pavilion as official Arabic-language spokesperson across 50+ local, regional, and international media outlets, amplifying Switzerland's brand narrative to Arabic-speaking audiences.

Communications Specialist

Feb 2016 – Apr 2019

Sorbonne University Abu Dhabi

- Developed the university's internal and external communications strategy, social media presence, media relations, and content production.
- Managed a high-profile portfolio of institutional events including the State Visit of French President Emmanuel Macron (2017), annual graduation ceremonies, and career weeks.
- Developed PR strategies, media training programmes, and delivered communications training to the management team.
- Managed the university's bi-annual newsletter and oversaw the creative agency for all marketing collaterals.

Senior Account Executive

Oct 2013 – Feb 2016

Weber Shandwick - Abu Dhabi

- Developed PR strategies and plans for a diverse client portfolio, crafted communications and social media content.
- Built and maintained strong relationships with regional and international media representatives.

Account Executive

Mar 2013 – Aug 2013

Hill & Knowlton Strategies - Abu Dhabi

- Managed media relations, daily/weekly/monthly coverage reporting, press release drafting and translation, and on-ground client event support.

MEDIA EXPERIENCE

News Editor (Training Programme)

Jul 2011 – Jul 2012

Abu Dhabi Media — Television

- Authored and edited scripts for political programmes; translated and adapted content for broadcast audiences.
- Produced field reports for the news division; participated in news presentation training.