



# ZIAD SHARAF

## PROFILE

My career spans the UK, UAE, Vietnam, and the MENA region, with a focus on project management, stakeholder engagement, business development, and strategic communications. I have developed expertise in creative marketing, ESG/climate initiatives, international partnerships and event management; working across sectors such as NGOs, luxury PR, media relations, sustainable tourism, and international trade. I hold a strong educational background in business and economics from Cambridge and Heriot-Watt Universities, complemented by an MA in International Relations and Democratic Politics from the University of Westminster.

## PROJECTS + WORK | DURING POSTGRADUATE STUDIES, 2023-2024

**05/2023 - 07/2023 | Mentee at BBC World Service (BBC Africa Daily Podcast) | University of Westminster Career Mentoring Programme (London, United Kingdom)**

Collaborated with BBC Africa Daily editors and producers to develop podcast content on anti-corruption and military governance in Africa, enhancing content creation and editorial decision-making skills. Gained insight into international broadcasting standards at BBC headquarters in London, refining communication techniques. Expanded my professional network by engaging with BBC Arabic experts and contributed to discussions on Africa's future, particularly Agenda 2063's "A visa-free Africa." Investigated the impact of UK policies on issues like illegal migration, improving my analytical and communication skills.

**04/2023 - 03/2024 | Vice President of the EU Affairs Institute (In coordination with Delegation of the EU to the United Kingdom) at the University of Westminster (London, United Kingdom)**

Co-founded and led the University of Westminster's first European Affairs Institute in partnership with the EU Delegation to the UK, enhancing strategic partnership and communication skills. Acted as the primary liaison with diplomats, NGOs, embassies, and senior EU officials, refining public relations expertise. Developed the EU Societies Network, connecting over 20 UK universities, and established Guiding Principles at the national EU Youth Gathering, demonstrating leadership and strategic thinking. Organized and managed high-level events, including the inaugural and second EU Youth Gatherings, themed "Climate Change in a Global Electoral Year," showcasing event management, marketing, and engagement skills.

**03/2023 - 08/2023 | Fundraising and Communications Lead at LVA Trust (London, United Kingdom)**

Developed and implemented a collaborative funding strategy for the annual Barnes Fund meeting, enhancing project impact and resource allocation. Revamped partnership strategies with the CEO, securing university collaborations for training and mentorship. Executed marketing plans, including press releases and social media campaigns, boosting visibility and attracting private sector partners. Established a CSR framework and managed corporate volunteerism at events, demonstrating expertise in corporate engagement and event coordination. Provided strategic counsel on aligning corporate CSR goals with LVA's mission, building key corporate connections, and assisted in event management and donor engagement.

## WORK EXPERIENCE

**01/2021 - 01/2023 | Co-Founder and Managing Partner at Envirotectors International (MENA)**

Founded and led Envirotectors International, providing tailored ESG solutions across the MENA region by forming strategic international partnerships with UK consultancies and sustainability experts. Conducted research on ESG frameworks and reporting standards, and negotiated key partnerships with organisations like B Lab Africa (B CORP), M&P and CSR-Accreditation (UK). Engaged with regional ministries and policymakers to promote ESG awareness and secure a client base. Fostered relationships with board members from multinationals such as Diageo and HSBC MENAT, developing proposals that demonstrated ROI from sustainability practices. Managed media relations, securing interviews with prominent publications and a live TV interview on a major regional political talk show. Enhanced brand identity and drove stakeholder engagement through effective communications and social media strategies, showcasing entrepreneurial skills and successful business development.

## CONTACT

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## KEY SKILLS

- Strategic PR & Communications
- Strategic Partnerships
- ESG and Sustainability
- Marketing & Brand Identity
- Business Development
- Event Management

## EDUCATION

- 01/2023 - 03/2024: MA in International Relations and Democratic Politics at the University of Westminster  
**Grade: Distinction**
- 02/2015 - 01/2018: Bachelor's degree in Business Administration from Heriot Watt University - Edinburgh Business School | London Campus (UK)
- 09/2011 - 06/2014: Secondary School | Cambridge International Examinations including 7 GCSEs and 2 A-levels in Business and Economics at the AASTMT- International Educational Programs [IEP]

## LANGUAGES

- **English:** Bilingual (North American Accent)
- **Arabic:** Bilingual

## MEDIA INTERVIEWS

- Ahram Online (COP27)
- ZAWYA by London Stock Exchange Group

## PERSONAL

- Solo Travelling (Far East)
- Footballer at Smouha Sporting Club
- Swimmer at Smouha Sporting Club
- Drama and Theatre

**05/2022 - 01/2023 | Head of Marketing at Credence Hospitality Group | Opening Team of The Serry a member of Preferred Hotels** (Phase 1 - capacity of 454 keys and a high-end shopping centre) - **Red Sea, Egypt**) - (Reported to CEO and Founder)

Directed the development of The Serry's brand identity in the luxury hospitality sector, overseeing content creation for the website, brochure, and fact sheet. Managed external consultancies and internal teams and managed relationships with Preferred Hotels UK and South Africa teams to enhance global visibility and brand alignment to ensure high-quality deliverables. Developed and executed marketing strategies positioning the resort as a top luxury destination, emphasizing sustainability and cultural heritage. Conducted market research to refine social experiences and personalized guest offerings. Coordinated marketing efforts across sales, revenue management, and guest experience departments to maintain a unified brand message. Led PR strategy, securing media coverage and partnerships with influencers and travel stakeholders, including a feature in the New York Times Travel. Collaborated with tourism boards and luxury brands to host exclusive events, driving footfall and revenue. Managed SOUK mall's branding and launch, aligning retail and dining experiences with The Serry's brand identity. Oversaw a creative visual campaign, directing a team of local filmmakers to produce content that reflected the brand's vision. Provided strategic leadership to marketing teams across the Credence portfolio.

**06/2020 – 05/2021 | Creative Specialist (Consultant to VP) at SESCO Group (International)**

**Accounts managed:** SESCO Trans, SESCO Trading, Royal El Minya Cement Co., Cleopatra Cement, Gazala Steel Fabrication and cer10 Consultation House.

Led a dynamic marketing team of English and Arabic content creators and graphic designers, enhancing brand identities across managed accounts. Developed comprehensive strategies to boost brand visibility and resonance. Directed the creation of compelling content for websites and marketing materials, ensuring alignment with brand objectives. Guided the team in crafting engaging narratives and visuals, from concept to execution, and integrated sustainability principles into corporate practices. Collaborated on sustainability-focused messaging and participated in an IMC programme with the Vice President, developing strategic business proposals for market expansion in water production and electric supplies. Curated innovative trade show concepts, including a 3D time-capsule experience for SESCO Trading, and created social media content across various accounts.

**11/2019 - 04/2020 | Academic English Teacher at DTP Education (Ho Chi Minh City, Vietnam)**

**08/2019 - 11/2019 | Academic Business Teacher at Hanoi College of Commerce and Tourism (Hanoi, Vietnam)**

**02/2019 – 08/2019 Communications Executive at COPIA Group (Dubai Design District, UAE)**

**Accounts managed:** Kizmet Dxb, Cassettedxb, Zadig & Voltaire, COPIA Group, Apa Clinic, Opera Gallery, Monaco Tourism, One & Only Maldives, Les Clos, American Vintage and Maje.

Managed communication strategies for high-profile clients under account director and managing partner's leadership. Developed and implemented tailored communication plans, collaborating with internal teams and stakeholders to enhance brand visibility. Established relationships with media and influencers, securing coverage in prominent outlets like Harper's Bazaar and Vogue. Created press releases, media kits, and content for various channels. Directed full-cycle communication campaigns, tracked performance, and optimized strategies. Executed events and experiential marketing initiatives, including the re-launch of Zadig & Voltaire, managing logistics, partnerships, and media engagements. Produced monthly and weekly reports, coordinated media interviews, and artistic shoots, and developed PR action plans that led to acquiring new clients such as La Bullona. As CSR project manager, integrated CSR into COPIA's brand identity with creative strategies aligning with market trends.

**02/2018 - 08/2018 | Senior Sales and Marketing Executive at Egypt Time Co. (Egypt)**

Developed and implemented a new business strategy to expand the pharmaceutical and energy client base while entering new markets; targeting embassies and international universities. Led talent acquisition and built a high-performing sales team, delegating tasks effectively. Enhanced conference and event operations by innovating USPs and streamlining processes, including branding, transportation, check-in/check-out, and billing. Planned and managed medical conferences, coordinating with hotels and resorts for room reservations, conference setup, and equipment, while negotiating rates within client budgets.

## INTERNSHIPS

**04/2017 - 08/2017 | Marketing & PR Intern at Oana Flora and Fauna (London, United Kingdom)**

Conducted market research in the UK, Europe, and the US to support expansion efforts. Researched and engaged travel bloggers to boost digital exposure. Developed and managed content for Oana's social media platforms, collaborating with the founder to ensure effective delivery. Promoted conservation activities in Southern Namibia to student unions at UK universities, aiming to attract students to participate in expeditions with the purpose of raising funds.

**01/2017 - 04/2017 | Marketing Intern at Crew à la Mode (London, United Kingdom)**

Gained insight into the fashion industry and luxury sector by shadowing designers, client directors, and production managers. Assisted with warehouse operations, including stock count, packaging, and labeling. Supported general studio tasks and contributed to initial planning and innovation for marketing the company's website and social media strategy.