

Momen Khaiti

Senior Communications Director | Strategic Communications Manager

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PROFESSIONAL SUMMARY

Strategic Communications Leader with 20+ years of experience in UAE Government sectors. Expert in architecting "Content Supply Chains" that blend media strategy with AI-driven operations. Proven leader of bilingual teams delivering high-profile narratives and compliance. Engineered workflows improving efficiency by 35% and scaling digital audience growth to 100,000+ subscribers.

CORE COMPETENCIES

- **Leadership:** Strategic Communications, Crisis Management, Change Management, Stakeholder Engagement.
- **Operational Excellence:** Content Operations (ContentOps), Workflow Automation, AI-Human Hybrid Systems.
- **Content Strategy:** Bilingual (Arabic/English) Narrative Development, Executive Writing, SEO/AI-Search Optimization.
- **Digital Innovation:** Digital Transformation, Generative AI Implementation, Data-Driven Audience Growth.

PROFESSIONAL EXPERIENCE

NIM DIGITAL CONSULTANCY (Contract) | Abu Dhabi, UAE

Senior Corporate Communications Consultant – Government Sector | Feb 2026 – Present

- **Bilingual Narrative Architecture:** Developing the official "Tone of Voice" and messaging guidelines for high-profile UAE government initiatives to ensure a consistent institutional identity.
- **High-Impact Asset Creation:** Authoring and refining executive-level bilingual assets, including strategic announcements, VIP stakeholder mailers, video scripts, and keynote presentations.
- **Strategic Alignment:** Ensuring linguistic precision and message integrity in both Arabic and English for communications related to tier-1 national projects.
- **Public-Facing Narratives:** Translating complex institutional goals into clear, impactful stories for diverse public and semi-government audiences.

KHALIFA UNIVERSITY | Abu Dhabi, UAE

Communications Manager | Jan 2023 – Feb 2026

- **Operational Re-engineering:** Transformed the department into a modern "Content Supply Chain" by diagnosing lifecycle bottlenecks and implementing a unified Trello-based ecosystem for writers, translators, and web teams.
- **AI-Human Hybrid Workflow:** Scaled content production efficiency by 35% across the department by

- architecting and deploying AI-automated workflows with strict "human-in-the-loop" quality protocols.
- **Audience Scaling:** Conceptualized and executed a data-driven strategy for the institutional LinkedIn Newsletter, growing the subscriber base from 0 to 100,000+ using an AI-augmented content engine.
 - **Reputation Management:** Led the "Messaging House" initiative to standardize bilingual narratives across all channels (Web, PR, Social), ensuring brand consistency for a world-class research institution.
 - **Web Strategy & Engagement:** Directed content strategy for the official university website, overseeing AI-powered media integrations that drove a 13% increase in user engagement.
 - **Event Leadership:** Orchestrated communication logistics for global events (e.g., IROS 2024), managing the production of 1,000+ bilingual assets for 10,000+ attendees.

Senior Specialist, Media & Communications | Dec 2008 – Dec 2022

(Progressed from Media Specialist to Senior Specialist through consistent performance)

- **Merger Communications:** Led the strategic narrative and change management communications during a complex institutional merger as a core committee member, successfully mitigating reputational risk.
- **Editorial Governance:** Founded the institution's first official Arabic Style Guide to ensure cultural relevance and unified the post-merger writing team through standardized content templates.
- **Executive Thought Leadership:** Ghostwrote high-level content and book chapters concerning the educational vision of UAE leadership.
- **Early Digital Adoption:** Pioneered the university's early digital footprint, driving brand awareness across emerging platforms (Facebook, LinkedIn, Twitter) during their initial UAE adoption.

EMIRATES ISLAMIC | Dubai, UAE

Assistant Manager | Dec 2006 – Nov 2008

- **PR Management:** Supervised external PR agencies to announce annual financial results and secured high-profile speaking engagements to enhance brand visibility.
- **Corporate Reporting:** Managed the end-to-end production of annual reports and internal newsletters.

EDUCATION

MSc in Digital Transformation | University of Hull, UK | *Expected 2027*

BSc in Mathematics | United Arab Emirates University, Al Ain, UAE | 2000

LANGUAGES

Arabic: Native | **English:** Proficient (Professional/Executive Level)

TECHNICAL SKILLS

- **AI/Automation:** Generative AI for Comms, Automation, AI-Search Optimization (GEO).
- **Tools:** Microsoft 365, Google Workspace, Project Management Systems.