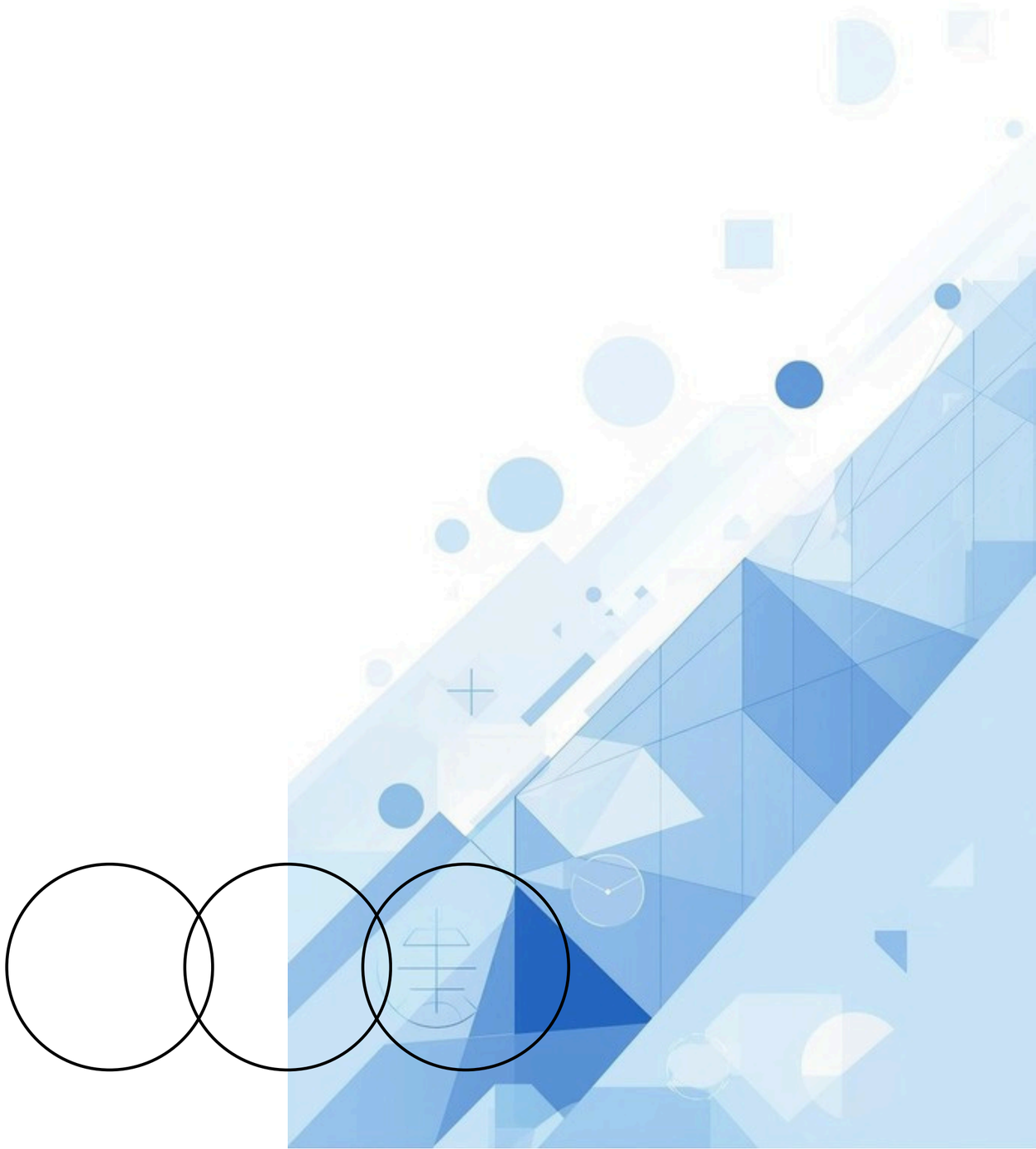
TAREKHALTEH.COM

Tarek Halteh



Branding & Communications | Media Relations |
Influencer Marketing | MENA

Professional Summary

Bilingual (Arabic/English) Branding & Communications Leader

With 14+ years across non-profit and international development, SaaS and FMCG in the MENA region, I design and implement branding, communications and marketing strategies that grow brand awareness, engage new audiences and increase campaign impact. My work spans media relations and PR, influencer and brand ambassador programs, storytelling and leading multidisciplinary teams, with donor engagement on USAID and U.S. Department of State programs and a data-driven approach to KPIs and reporting.



Career Highlights

01

Co-developed a national campaign: 29M+ impressions, 10M+ video views.

02

Planned and delivered 70+ events, from career fairs to roundtables.

03

Led marketing for international beverage brands (Amstel, Vita, Flyy RTD), with launches and trade expos across GCC markets.

04

Delivered HEIG communications for the HEI Peer Network launch (24 universities) and convenings with 85+ organizations.

05

Founded and built the Mnasati.com marketing department and team from the ground up.

Education & Certifications

Master's Degree

MSc in E-Business, Middle East University (MEU), 2011 to 2013.

Bachelor's Degree

BSc in Management Information Systems, The University of Jordan, 2006 to 2010.

Digital Marketing

Certified Digital Marketing Professional, Digital Marketing Institute (2019). Viral Marketing and How to Craft Contagious Content, Wharton Online (2020).

Leadership Training

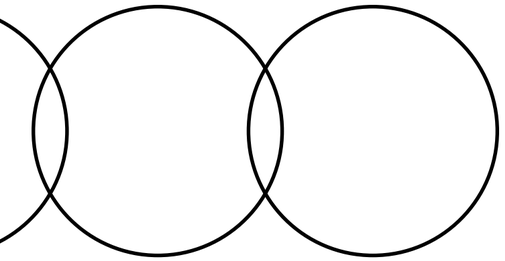
Leading Organizations & Change, MIT Sloan Executive Education (2023).

Core Skills

Key competencies for brand and communications success

Strategic Communications & Storytelling

Message development and storytelling for donor, leadership, staff and public audiences, from success stories, testimonials and newsletters to press releases, learning briefs and presentations. Bilingual (Arabic/English) brand-aligned content, with strong judgment on political, social and cultural sensitivities across MENA and crisis communication readiness.



Brand Strategy & Positioning

Brand identity, positioning and guidelines, with multi-channel strategies and localized messaging for markets across MENA and the GCC.

Media Relations & Influencers

Media relations, PR campaigns, influencer marketing and brand ambassador programs that carry messages to new audiences.

Teams, Budgets & KPIs

Building and leading multidisciplinary teams, managing budgets, vendors and agencies, and reporting on KPIs, M&E and ROI with actionable recommendations.

Current Role Overview

Program & Communications Specialist, HEIG | Mar 2026 to Present

Strategy & Reporting

With Integrated International on HEIG, a $20M U.S. Department of State funded higher education program implemented by IREX. Finalized the Communication & Outreach Strategy; lead donor reports and the Annual Work Plan.

Brand & Content

Review press releases, oversee branding compliance (BSMP) and donor clearance, advise on reputational risk, and produce bilingual content, success stories and newsletters.

Events & Training

Delivered communications for the HEI Peer Network launch (24 universities, 60+ participants). Established JUST's Digital Agriculture Marketing Committee (pictured) and trained its members in marketing, communications and AI-assisted content.



HEIG | Branding & Reporting





New U.S. Department of State branding rolled out across HEIG materials



Donor reports I prepare, including the HEIG Annual Progress Report

Key Project Highlight: USAID PRESTIJ

Marketing & Private Sector Liaison, IREX | 2022 to 2025

USAID PRESTIJ worked to elevate Jordan's teaching profession and increase enrollment in teacher training programs. I led national outreach and communications, co-developed a nationwide media campaign with the Ministry of Education, ran a campus influencer and brand ambassador program, and built private sector partnerships.



Highlights

PRESTIJ Campaign Screenshots











29M+

Total campaign impressions

The nationwide USAID PRESTIJ media campaign, co-developed with the Ministry of Education, reached 29M+ total impressions and 10M+ video views across social and traditional media.

Project Representation & Capacity Building



Expertise in providing high-level project representation and strategic stakeholder coordination, acting as a primary bridge between government, academia, and the private sector. Proven track record in institutional capacity building, including the recruitment and training of multi-governorate community engagement teams and the delivery of specialized workshops for university communications departments. I specialize in fostering collaborative, results-driven cultures by establishing robust operational workflows and long-term sustainability frameworks for complex, cross-sector initiatives.



Consulting & Leadership

Experience with Logistaas and Naouri Group



Logistaas.com | 2017 to 2023

As Digital Marketing Strategy Consultant for a B2B SaaS logistics platform operating in 50+ countries, developed global digital marketing and brand visibility strategies, ran full-funnel Google Ads and LinkedIn campaigns and automated lead processes.

Naouri Group | 2016 to 2022

Led marketing and PR for a conglomerate of 20+ companies, reporting to the CEO: 60+ press releases, three corporate website relaunches and co-branded initiatives with Fly Dubai, Oman Air, Pegasus Airlines and Evergreen Shipping.

Communication Materials

From content to design (examples)

A collection showcasing impactful marketing campaigns, demonstrating creativity and effectiveness, while highlighting Tarek's ability to drive brand engagement and community connection.



SEE MORE



SEE MORE

Communication Materials

Detailed evidence based reports showcasing impact

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SSUSAID PRE-SERVICE TEACHER EDUCATION IN JORDAN

MARKETING AND ENROLLMENT REPORT

COHORT II

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USAID PRE-SERVICE TEACHER EDUCATION IN JORDAN

Learning Brief: Building Cross-Government Trust and Buy-In to Drive Policy Reform[1]

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USAID PRE-SERVICE TEACHER EDUCATION IN JORDAN

LEARNING BRIEF: BUILDING A QUALITY-DRIVEN CULTURE IN HIGHER EDUCATION INSTITUTIONS[1]

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Scaling Growth & Strategic Brand Development



Mnasati.com / Cartley | 2025 to 2026

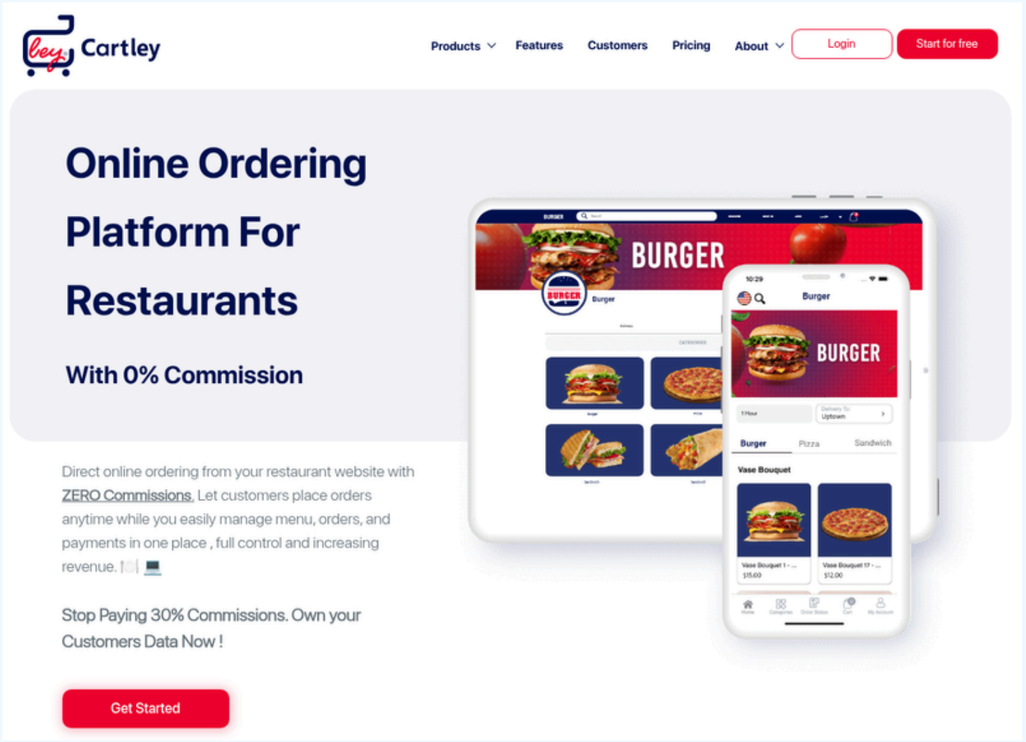
As Marketing Manager for this SaaS and e-commerce enablement platform across the GCC and MENA, I founded and built the marketing department and team from the ground up. I defined the brand positioning and a multi-channel strategy with localized messaging for each GCC market, led influencer and creator partnerships to drive merchant acquisition, and managed go-to-market launches with Product and Tech. I built KPI dashboards to report ROI and introduced AI-driven automation and CRM flows (HubSpot, Klaviyo), reducing response times by 40%.

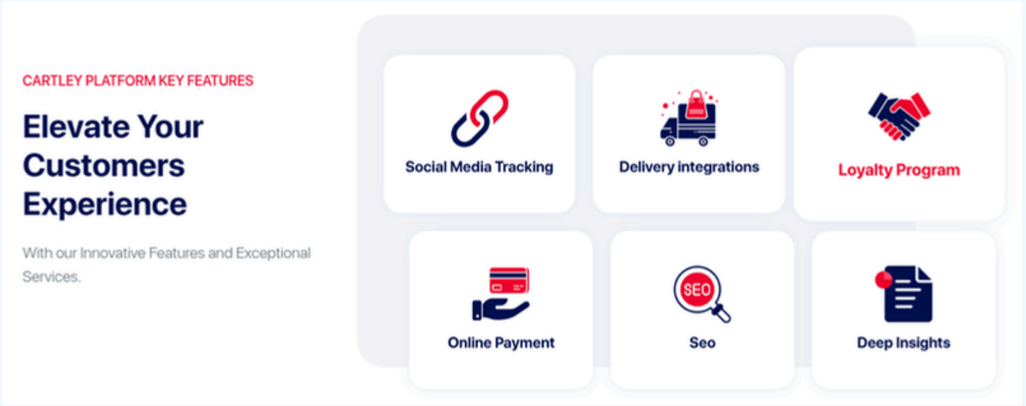
Mnasati.com





Cartley





Program Events & Stakeholder Engagement



I have created, planned, and led high-impact events across both commercial and international development contexts, including donor-funded initiatives and private-sector activations. My experience spans stakeholder forums, university and youth engagement events, capacity-building workshops, trade expos, and multi-partner launches, where I coordinated logistics, content, speakers, branding, and communications end-to-end. Across these settings, I worked closely with government entities, universities, donors, and private-sector partners to ensure events delivered clear objectives, strong visibility, and measurable engagement aligned with program or business goals.



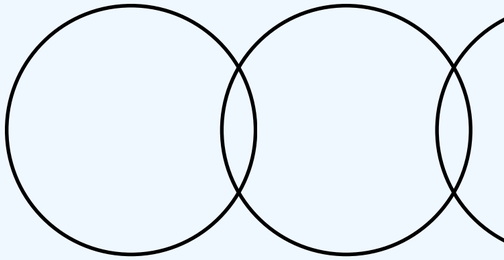


"Tarek's expertise in marketing strategy has transformed our approach and significantly improved our results."

Marketing Leadership Values

Vision, Integrity, and Growth

My marketing leadership approach prioritizes **innovation and collaboration**, fostering an environment where creativity thrives. I believe in aligning teams and strategies to drive sustainable growth and **brand excellence**.



Social Media Content

Video campaign samples: universities



SEE MORE



SEE MORE

Social Media & Outdoor - MOE



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من الشعب الامريكي
رسالة التعليم تتطلب مهارات عالية
تميز مع الدبلوم العالي لاعداد المعلمين
وامتلك أحدث المهارات في التعليم
سجل الآن
يَحصُل الخريجون على ثلاث نقاط من ديوان الخدمة المدنية
#نتعلّم_نتطوَّر_نؤثِّر


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الدبلوم العالي لإعداد المعلمين
ما اشرقت في الكون اي حضارة الّا
وكانت من ضياء معلم، سجل في
الدبلوم للعام القادم
سجل الآن
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اصنع التغيير و أصبح معلما لأن
أجيال المستقبل
بين يديك
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من الشعب الأمريكي
كيف؟
املأ النّموذجَ الخاصّ بدائرةِ القَبولِ والتسجيلِ، عبرَ زيارة الموقع
https://pdiploma.yu.edu.jo/
يَحصُل الخريجون على ثلاث نقاط من ديوانِ الخِدمةِ المدَنيّة
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دبلومُ إعدادِ معلميْ علومِ الكيمياءِ
سجّل معنا في الدبلوم العالي لإعداد المعلمين في التخصصات التالية: اللغة العربية، اللغة الإنكليزية، الرياضيات، العلوم الطبيعية، الكيمياء و الفيزياء.
سجل الآن
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الدبلومِ العالي لإعدادِ المعلمين
فرص توظيف أعلى
٣ نقاط إضافية للخريجين من ديوان الخدمة المدنية
توظيف مباشر لأوائل التخصصات (20 وظيفة)
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تفرد ببصمة تعليمية تتناقلها الاجيال
سجل الآن
يَحصُل الخريجون على ثلاث نقاط من ديوانِ الخِدمةِ المدَنيّة
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يحصل الخريجون على
خمـــس
نقاط تنافسية
من ديوان الخدمة المدنية
Following · الجامعة الأردنية - الدبلوم العالي لإعدادِ المعلمينَ
يسعدنا إعلامكم بانه سيتم منح جميع خرجي الدبلوم (العالي والمهني) خمس نقاط من قبل ديوان الخدمة المدنية...
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#سجل_الآن


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سجّل معنا في الدبلوم العالي لإعداد المعلمين في الاختصاصات التالية: اللغة العربية، اللغة الإنكليزية، الرياضيات، العلوم الطبيعية، الكيمياء و الفيزياء.
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الدبلوم العالي لإعداد المعلمين
إستثمر بالإنسان،
كُن معلّمًا،
كُن
المستقبل
سجل الآن
يَحصُل الخريجون على ثلاث نقاط من ديوانِ الخِدمةِ المدَنيّة
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Contact Information & Call-to-Action

Email

tarek.halteh@gmail.com

Website

tarekhalteh.com

Phone

+962 79 980 5815

