

# Shishtawi, Malik Resume

Regional Digital Marketing and Social Media: Director,  
Speaker, Trainer, Author, Strategist & Consultant

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## :: Personal Information:

- Name: Malik Ibrahim Shishtawi.
  - Nationalities: **Jordanian & Bosnian.**
  - Gender: Male.
  - Status: **Married.**
  - Cell: +966-558823956
  - E-mail: malik.shishtawi@gmail.com
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## :: Education:

- Bachelor degree | **Computer Info. Systems** | Balqa Applied University – Jordan
  - Diploma | **Digital Social Media & Leadership** | Swedish Institute - **Sweden.**
  - General Secondary Certificate from Ministry of Education – Jordan.
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## :: Related Certifications:

- Certificate in **Arts of Marketing** from **American University of Cairo (AUC).**
  - Certificate in **Small Business Sales and Marketing** from **Microsoft.**
  - Certificate in **MEDIA** from **Voice of Washington Radio** - USA.
  - Certificate in **Management of Innovation** from **Grenoble Ecole de Mgmt.**
  - Certificate in **Leadership** from **INJAZ** - Jordan.
  - Certificate in **Co-operating with competitors** from **WPP Group.**
  - Certificate in **Global Bribery and Corruption Awareness** from **WPP Group.**
  - Certificate in **Code of Conduct: How we behave** from **WPP Group.**
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## :: Skills:

- Communications, Marketing & Public Relations.
- Usage of Social Media/Networks & Web 2.0 tools.
- Graphic Design & Web Design.
- Internet, Searching, Research & Analysis & email marketing.

## ::: Work Experience:

- **Employer:** TribalDDB Riyadh – Part of **Omincom** Group Worldwide  
**Last Position:** Digital Director.  
**Time Period:** August 2011 - **Present**  
Main Accounts: STC, Awwal, Sony, Mara'e, etc..
  - **Employer:** 90:10 Group Middle East  
**Last Position:** Social Media Consultant (Project base NOT Full time employee).  
**Time Period:** May 2011 – August 2011  
Main Accounts: Ministry of Labor, Thinkout, Arab Social Media Forum, Alsafi
  - **Employer:** **Wunderman** (Jordan) – Part of **WPP** Group Worldwide.  
**Last Position:** Head of Digital Marketing.  
**Time Period:** March 2010 – March 2011  
Main Accounts: Orange Telecom, Samsung Levant, Emaar, Nuqul Group, Audi & VW, etc..
  - **Employer:** EmailCiti (UAE-Dubai Media City)  
**Last Position:** Regional Marketing Manager.  
**Time Period:** October 2009 – February 2010
  - **Employer:** Web2make Solutions Co. (Jordan)  
**Last Position:** Marketing Manager.  
**Time Period:** December 2005 – September 2009.
  - **Employer:** Jordan-Explorer.com /Jordan e-Reporter Co. (Jordan)  
**Last Position:** Marketing Executive.  
**Time Period:** September 2003 – November 2005.
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## ::: Capabilities & Main duties I had:

- Heading the digital department and managing a team of online / social media planners / buyers / executers & Web / mobile designers / Animators / Developers & Digital Account Managers.
  - Providing Consulting and strategic planning all online campaigns (Includes Display Advertising, Social Advertising, Search Engine Marketing, Direct/Mass Email Marketing)
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## ::: Languages:

Arabic : **Fluent** | English: **Fluent** | Bosnian: **Very Good** | Croatian: **Very Good**

## ::: Online Presence:

- Website: <http://www.shishtawi.info>
  - Twitter: <http://twitter.com/shishtawi>
  - Facebook: <http://facebook.com/shishtawi>
  - LinkedIn: <http://linkedin.com/in/shishtawi>
  - Blog: <http://malik.shishtawi.info>
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## ::: Exhibitions & Events:

- **Social Media Enterprise** Event & I was one of the speakers in the event | **Dubai** 2011
  - **Arab Social Media Forum** & I was one of the speakers in the event | **Jordan** 2010
  - **Promoting Social Inclusion** - ETF & I was one of the speakers in the event | **Belgium** 2010
  - **Arab Social Media Forum** & I was one of the speakers in the event | **Saudi Arabia** 2011
  - **Young Leaders Social Media Cafe** (YLSMC) & I was one of the speakers | **Sweden** 2010
  - **ArabNet** Web Business Conference | **Lebanon** 2010 & 2011
  - **Social Media Forum** | **Abu Dhabi** 2009.
  - **3rd Arab Youth Media Forum** & I was one of the speakers in the event | Jordan 2010
  - **Amman Tech Tuesdays / Social Media Edition** & I was one of the speakers | Jordan 2010
  - **Amandla** Communications, Branding & Digital Forum | Jordan 2010
  - **Gitex Technology Show & Conference** | Dubai 2009
  - **Google Adwords training by Google** | Jordan 2009
  - **Webit & Webex** internet services & websites show 2003 to 2009 | Jordan
  - **PAN ARAB** (Dubai) & **Jordan Web Awards** | Jordan 2009
  - **Jordan Advertising & WEB Awards** | Jordan 2007, 2008, 2009
  - **Mashable Social Media Day** & I was one of the speakers | Jordan 2010
  - **Amman Twestival** (Twitter festival) & I was one of the speakers | Jordan 2007, 2008 & 2009
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::: **References:** Available upon request.