Dr Qais Mohamed

Strategic Communications & Arabic Content

PhD · MBA · MCIPR | Doha, Qatar

qais.shahata@gmail.com | +974 5539 4451

qaismohamed.com | LinkedIn | Work portfolio

Professional profile

Communications and Arabic content professional with 17+ years of experience across government, financial services, major sporting events and international business publishing. Experience includes creative content management for FIFA World Cup Qatar 2022 and AFC Asian Cup Qatar 2023, corporate communications leadership at Faisal Islamic Bank, and Arabic editorial and translation work for Forbes Middle East, Harvard Business Review Arabia, Fortune Arabia and Stanford Social Innovation Review Arabia. PhD in Knowledge Management, MBA from Bangor University, and Member of the Chartered Institute of Public Relations (MCIPR).

Core expertise

Strategic communications · Government and corporate communications · Content strategy · Editorial leadership · Arabic copywriting · Executive messaging and speechwriting · Media relations · Translation and localisation

Professional experience

Senior Creative & Media Content Specialist

Government Communications Office · Qatar | February 2024 – Present

- Develop written, visual and audio content for government communication campaigns across social media, websites and print.
- Draft press releases covering Council of Ministers activities and review government entities' press releases before publication.
- Translate policy priorities and national initiatives into clear Arabic messages, video scripts and social media content.
- Maintain editorial accuracy, consistent brand voice and alignment with institutional communication guidelines.

Creative Content Manager

Supreme Committee for Delivery & Legacy · Qatar | September 2022 – February 2024

- Managed Arabic copy and messaging for marketing materials for FIFA World Cup Qatar 2022 and AFC Asian Cup Qatar 2023.
- Provided departments with guidance on Arabic written communications across formats, platforms and audiences.
- Reviewed copy before publication for language quality, brand tone of voice and compliance with writing guidelines.

Director of Corporate Communications

Faisal Islamic Bank · Sudan | September 2020 – July 2022

- Developed and implemented the bank's communications and content strategy to support its corporate reputation.
- Oversaw consistent institutional messaging across digital and print channels.
- Built and maintained media relationships and supported clear communication with external audiences.

Earlier corporate communications roles

Head of Media & Press Publications

Faisal Islamic Bank · Sudan | December 2014 – August 2020

- Managed press and editorial work, including releases, newsletters, articles and coverage of the bank's activities.

Public Relations Officer

Faisal Islamic Bank · Sudan | April 2010 – June 2013

- Maintained relationships with journalists, editors and media organisations to support accurate coverage of the bank.

Editorial and translation experience

Senior Translator & Editor

Forbes Middle East | August 2021 – December 2023

Translated and edited articles, reports, economic research, advertorials and press releases across business, investment, technology and entrepreneurship.

Senior Translator

Harvard Business Review Arabia | February 2019 – October 2021

Translated research, articles and essays in management, strategy and leadership from English into Arabic.

Senior Translator

Stanford Social Innovation Review Arabia | February 2019 – October 2021

Translated research and essays on social innovation, management and leadership for Arabic readers.

Senior Translator

Fortune Arabia | February 2019 – October 2021

Translated business articles, reports and features, preserving meaning and adapting expression for Arabic readers.

Earlier journalism and web content

International Federation of Islamic Insurance Companies — Web Content Editor (Part-time)
November 2017 – November 2018. Website news, newsletters and interviews with members.

Al-Neelain University — Web Content Editor (Part-time)
June 2016 – October 2018. Website content, news and interviews highlighting university activities and research.

Sudan Olympic Committee — Web Content Editor (Part-time)
June 2016 – December 2017. Arabic and English translation and updates for the committee's website.

Omdurman TV — Content Editor & Translator (Part-time)
November 2011 – April 2017. Translation of international news and media material, and editing for broadcast programmes.

Alwan Newspaper — Journalist & Press Translator
November 2009 – April 2017. Reporting, interviews, news verification, field coverage and press translation.

Education

PhD in Knowledge Management
Sudan University of Science and Technology | 2016 – 2019

Master of Business Administration
Bangor University, United Kingdom | 2013 – 2014

Bachelor of Business Administration
University of Khartoum, Sudan | 2000 – 2004

Professional membership and training

Member of the Chartered Institute of Public Relations (MCIPR)
Chartered Institute of Public Relations, United Kingdom | Member since 2020

Content Marketing
HubSpot Academy | Completed 2020

Social Media
HubSpot Academy | Completed 2020

Books and translations

Lobster: A Global History
Translation of Elisabeth Townsend's book. Kalima, Abu Dhabi Arabic Language Centre, 2023.
الكركند: تاريخ عالمي

Astray: A History of Wandering
Translation of Eluned Summers-Bremner's book. Kalima, Abu Dhabi Arabic Language Centre, 2024.
التيه: تاريخ التجوال

Measure What Matters
Translation of John Doerr's book. Harvard Business Review Arabia.
قياس ما يهم

Yawning Sun
Authored short story collection. Al-Asriya Publishing House, Egypt, 2013.
مملٌّ اتباعُ الشّمسِ كلّ يوم

A Burdened Memory and Constructed Sorrow
Authored poetry collection. Al-Musawarat Publishing House, Sudan, 2020.
ذاكِرةٌ مُثقلةٌ وحُزنٌ مَشِيدْ

Social Innovation Labs
Authored non-fiction. Wamda Publishing, Algeria, 2022.
مختبرات الابتكار الاجتماعي

Literary recognition

Creative Writing Award — Writers Without Borders, 2012
Short Story Award — Al-Asriya Publishing House, 2013
Flash Fiction Award — Omani Writers Association, 2014
Arab Short Story Competition Award, 2017

Languages

Arabic — Native | English — Fluent