



HIBA NAKSHBENDI

Brand, Creative & Cultural Strategist,

www.hibanakshbendi.com

hibanakshbendi@gmail.com

+00971 5571 364 63

I'm a brand, creative, and cultural strategist with over 15 years of hands-on experience across advertising, branding, social media, and events — including 8 years at top WPP agencies. Born in Saudi Arabia and based in the UAE for more than 20 years, I bring a deep understanding of the region and its nuances. My work focuses on tourism, destination branding, and journey design. At the heart of it, I turn research into real, resonant narratives, ones that align with brand values and genuinely connect with people.

MY DAY-TO-DAY

- Identifying insights from human behaviour, culture, and context
- Decoding audience motivations and emerging trends
- Mapping opportunities and brand tensions, brand positioning, purpose, and tone of voice
- Shaping experience pillars that align with audience needs
- Building narratives that drive meaning and memorability
- Designing emotional journeys across brand, content, and events
- Translating strategy into activations, programs, and stories
- Leading cross-functional teams with clarity, creativity, and intention
- Developing insight-led Big-ideas that anchor campaigns, experiences, and creative narratives

MY JOURNEY

- **LINKVIVA | Dubai, UAE**

Sr. Creative Strategist	Apr 25 – Present
Creative Strategist	May 23 – Apr 25

Projects handled: DCT, DET, Ministry of Sport (Saudi Arabia), Al Dar
- **Meta (Facebook MENA) | Dubai, UAE**

Creative Strategist	Jan 20 – Jul 20
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Accounts handled: Sunsilk, Nestle Nespresso, Bvlgari, Home Box
- **Whimzies Kids | Dubai, UAE**

Founder	Jun 14 – Oct 18
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An online kids apparel and toys store
- **The Brand Union (WPP) | Dubai, UAE**

Senior Brand Strategist	May 10 – Feb 13
Brand Strategist	Jul 08 – May 10
Senior Account Manager	Mar 08 – Jul 08

Accounts handled: Emaar, Nakheel, Shurooq, DCT, Limitless, Al Hilal
- **IMPACT PROXIMITY | Dubai, UAE**

Account Manager	Oct 06 – Mar 08
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Accounts handled: Emirates Airlines, PepsiCo, Wrigley's.
- **BBDO | Dubai, UAE**

Senior Account Executive	Apr 06 – Oct 06
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Accounts handled: Emirates Airlines, Emirates Holidays
- **Inpress Hakuhodo Advertising | Dubai, UAE**

Account Executive	Feb 05 – Mar 06
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Accounts handled: Emirates Airlines, Nestle, Honda, Dubai Investments

EDUCATION

BA- Mass communications
Concentration - Advertising
Minor - Communication Psychology
American University Of Sharjah - 2005

LANGUAGES

Arabic — Native
English — Proficient

COURSES AND CERTIFICATES

Strategy-Masterclass-Certificate
Sweathead — Mark Pollard

Diploma of Education — Public
Relations/Image Management
IAP Career College

AWARDS

Kayan Wellness Festival
Best Festival of the Year
Middle East —MEES 2025

My Role:

Branding Strategy
Creative Strategy

Portfolio available upon request.