



Roha Tariq

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Profile

Communications professional with 10+ years of experience leading multi-channel campaigns, managing high-stakes messaging, and developing strategies that build brand equity and drive business outcomes. I've led internal and external communications across complex regional programs — working closely with senior leadership, brand teams, and creative agencies to deliver content and campaigns with purpose and impact. Skilled in message development, executive comms, media engagement, and team leadership..

Core Skills

Communications Strategy | Campaign Development | Executive Communications | Brand Storytelling | Media & Influencer Relations | Digital & Social Media | Internal Engagement | Stakeholder Management | Event & Activation Support | Content Planning & Editing | Agency & Vendor Oversight | Team Leadership

Relevant Experience

Deputy Communications Director, I Market Development Facility (MDF), Palladium **Nov 2021- July 2025 (Dubai)**

- Led communications across 6 countries for a DFAT-funded program, supporting brand visibility, media presence, internal cohesion, and stakeholder engagement.
- Developed 360° communication strategies, including product-style launches for tourism, digital finance tools, and agriculture innovations.
- Advised senior program leadership on communications planning, reputation management, and executive messaging.
- Managed tier-1 campaigns and report launches, including digital and media components with measurable engagement outcomes.
- Oversaw media partnerships, influencer engagement, and editorial outputs — aligning all communications to brand and donor standards.
- Directed a remote team of designers and content leads; coordinated with regional brand representatives to ensure consistent execution.
- Delivered campaign dashboards and media performance reports to track reach, sentiment, and value across markets.

Communications Specialist, I Market Development Facility **Sep 2017- Oct 2021 (Timor-Leste and Pakistan)**

- Planned and executed national and international campaigns for new initiatives, including tourism launches, product exports, and government partnerships.
- Developed high-impact messaging across channels, including press releases, stakeholder packs, social media, and event content.
- Represented MDF at the Melbourne Coffee Expo and supported cross-brand activations with government and industry stakeholders.

- Produced internal communications tools and templates to strengthen team-wide alignment and message consistency.
- Liaised with creative vendors and digital agencies for branding, video, print, and social media work — ensuring on-time, on-brand delivery.

Other Relevant Experience

-Communications & Outreach Lead, I USAID-Louis Berger

Jan 2017- Sep 2017, Pakistan

-Communications Specialist, I USAID-Nestlé Dairy Project

Jun 2015 – Jan 2017, Pakistan

Education

BSc (Hons), Lahore University of Management Sciences (LUMS), Pakistan, 2015

Relevant courses: New Media Technology, Brand Management, E-commerce, Marketing

Trainings & Short Courses

- Inclusion & Disability, MAVEN, 2025
- Behavioral Insights for Communications, BIT, 2022
- Development Communications, ILO International Training Centre, 2021
- Digital Communications, Data Afrique, Kenya, 2019
- Gender and Inclusion, IOM, 2018
- Public Policy & Leadership Program, University of Massachusetts, USA, 2014

Technical Proficiencies

Platforms: LinkedIn, X (Twitter), Facebook, Instagram, YouTube

Tools: AgoraPulse, Hootsuite, Meta Analytics, Notion, SharePoint, WordPress, Canva, Microsoft Office