

# Hassan Daniel Hamdan

## Communications, Marketing & Brand Strategy Leader

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### PROFESSIONAL SUMMARY

Strategic communications and marketing leader with **15+ years of experience** developing and executing integrated brand, marketing, and communications strategies for large organizations, public institutions, and growing enterprises. Proven ability to **translate complex business objectives into clear narratives, high-impact campaigns, and measurable outcomes** across digital, traditional, and experiential channels. Trusted advisor to executives and senior leadership, with **deep experience leading cross-functional teams, managing budgets, and aligning stakeholders** in complex environments.

### AREAS OF EXPERTISE

 <b>Brand Strategy &amp; Management</b>	 <b>Integrated Communications &amp; Marketing Strategy</b>	 <b>Campaign Development &amp; Execution</b>
 <b>Executive &amp; Corporate Communications</b>	 <b>Stakeholder &amp; Vendor Management</b>	 <b>Digital &amp; Traditional Marketing (B2B &amp; B2C)</b>
 <b>Content Strategy, Storytelling &amp; Media Production</b>	 <b>Data-Informed Decision Making &amp; Performance Measurement</b>	 <b>Cross-Functional Leadership &amp; Collaboration</b>

### EDUCATION & CERTIFICATIONS

<b>Honours Bachelor of Arts, Specialization in Communications</b> University of Ottawa   2009	<b>Digital Marketing Nanodegree</b> Udacity   2019	<b>Advanced Social Media Strategy Certificate</b> S.I. Newhouse School of Public Communications and Hootsuite   2020
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### WORK EXPERIENCE

Founder & Executive Director

#### No Def Entertainment

⌚ 03/2023 - Present 📍 Ottawa-Toronto Corridor

Founded and led a multidisciplinary creative and experiential entertainment company producing large-scale cultural events and brand activations. Set organizational strategy across programming, partnerships, marketing, and operations, and scaled proprietary event IPs (including *Hip Hop Period*, *Grown-Ass Pizza Party* and *Sound Circle*) to build highly engaged audiences. Directed end-to-end event production and brand growth across digital channels, while leading cross-functional creative teams and managing venue, vendor, and sponsorship partnerships.

- Consistently **sold out 250-350 person venues** in Ottawa, with expansion into Toronto and a roadmap to scale 500-person events.
- **Tripled audience reach across social platforms** through integrated content and paid media strategy.
- **Selected as a featured experience** for major festivals and city-scale events, including the Toronto Festival of Beer and Latin Sparks.

Communications, Marketing & Brand Strategy Consultant (Independent)

#### Freelance

⌚ 06/2021 - Present 📍 Gatineau, QC

Provide strategic communications, marketing, and brand advisory services **alongside senior in-house roles**, supporting B2B and B2C organizations across culture, events, sports, and professional services. Lead end-to-end campaign strategy and execution, including brand positioning, campaign architecture, digital advertising, content strategy, email marketing, public relations, and website optimization. Translate business objectives into integrated marketing programs designed to increase visibility, engagement, and conversion performance. Advise clients on channel mix, messaging frameworks, and performance measurement to support sustainable growth and return on investment.

- Led paid media and email marketing strategy for a large outdoor music and arts festival, improving audience targeting, streamlining sales funnels, and **materially increasing ticket sales**.
- Designed and executed a full-funnel marketing and communications program for a sports science and athletics academy, resulting in a **30% increase in online inquiries and a 20% increase in website traffic** through coordinated SEO/SEM, social, PR, and display advertising.
- Co-developed and marketed a touring experiential event series, **building a loyal audience base and generating over one million organic Instagram impressions** through content strategy, partnerships, and influencer collaborations.

## WORK EXPERIENCE

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### Senior Manager, Content and Creative Marketing

#### MDS Aero

 08/2021 - 12/2023  Ottawa, ON

A key member of the Business Development Leadership Team, leading the management, maturity and strategic direction of the Global Marketing function and channels at MDS Aero and their German subsidiary AneCom. Accountable for the global marketing budget while managing international staff. Responsible for the development of creative content, and planning and execution of all marketing programs. Also, responsible for developing and executing a rebranding strategy, and providing the sales team with account-based marketing support.

- **Identified and resolved issues with the brand identity and architecture**, including redundant sub-brands for regional offices and an acquired subsidiary, Anecom. **Developed a brand integration strategy** that preserved MDS's core brand strength, clarified its positioning, and eliminated brand dilution and potential confusion among stakeholders, ensuring a unified brand identity.
- **Executed B2B trade show marketing campaigns at international aviation events**, increasing booth foot traffic by 40% using creative tactics, and **driving newsletter subscriptions** through innovative, cross-channel engagement strategies.
- **Revamped MDS's marketing material**, such as brochures, presentations, marketing emails, and webpages. **Resulted in a refreshed and more cohesive brand image.**

### Senior Specialist, Marketing

#### Hydro Ottawa

 10/2020 - 08/2021  Ottawa, ON

Responsible for developing, managing and implementing B2B and B2C marketing plans, processes, and solutions for Hydro Ottawa, and its product sales subsidiary Envari, that engage, inform and convert key customers. Developed and executed marketing plans and tactics, managed the rebranding of Envari, monitored social media, tracked market trends, and executed advertising campaigns.

- **Developed an executive thought leadership promotion strategy** that has tripled the customer visibility of Envari's executive leadership team in various communication channels including editorials, blogs, podcasts, keynote presentations, webinars, newsletters and social media.
- Developed and managed SEO/SEM tactics, email drip campaigns, organic and paid social media campaigns, and display advertisement campaigns for Envari's energy services that have converted customers and **generated a positive ROI with over \$150K in revenue in one quarter.**

### Manager, Social Media and Digital Communications

#### Nav Canada

 09/2018 - 10/2020  Ottawa, ON

Led the development, management, maturity and strategic direction of the Social Media and Digital Communications function and channels. Developed and managed strategies for various initiatives including recruitment, partnership and awareness campaigns. Responsibilities also included being a shepherd of the Company's reputation keeping a pulse on public sentiment and using good judgement while responding to sensitive issues. Frequently collaborated with Agile teams and actively participated in sprints for the planning, development, and implementation of a new NAV CANADA website and other corporate IM platforms.

- Developed and executed a Digital Communications Strategy, Digital Channel Management Plan, and various Communications Plans, which **more than doubled follower and engagement numbers** on all social media platforms and **tripled subscriptions to the blog.**
- Earned a **Nav Canada National President's Award for Outstanding Achievement** for developing effective and engaging info-videos promoting new air traffic capabilities — transforming technical material into compelling stories, and **reaching over 500k impressions on social.**

### Senior Specialist, External Communications & Corporate Branding

#### Nav Canada

 09/2015 - 09/2018  Ottawa, ON

Managed a multidisciplinary team responsible for the production of external communications and brand marketing, and oversight and maintenance of the Company's brand, ensuring its integrity across all company marketing initiatives and communications. Supported the development and management of an internal Brand Ambassador Program. Also supported marketing activities of the Company's subsidiaries.

- In support of departmental priorities to increase the Company's public brand awareness, **I led the rebranding of Nav Canada and earned a Nav Canada Vice President's Award of Merit** for the successful development, launch and promotion of the Company's new visual identity, graphic standards, branding toolkit, corporate narrative and branded assets.
- **Provided communications counsel, support, and social media training** for members of Nav Canada's Brand Ambassador Program, which was proactive in **extending the Company's communications reach to new audiences.**

### Specialist, External Communications

#### Nav Canada

 02/2010 - 09/2015  Ottawa, ON

Supported the Corporate Communications function including responding to the communication requests of Executives and department leaders, managing the corporate website and maintaining corporate digital assets. Wrote, provided art direction and developed content for ad copy, executive correspondence, speeches, internal and external presentations, brochures, web pages, and videos.

- **Responsible for Executive Communications**, including speech writing, presentation development, email messages, news releases and blogs.
- Supported Business Development by **leading the brand development of NavCan ATM**, the Company's product sales subsidiary. I provided strategic marketing and communications support that has **enabled NavCan ATM air traffic control technology to be deployed to 125 facilities worldwide.**