



Diana Eid

Marketing & Communications Lead | Innovation & Ecosystem Storytelling

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📍 Qatar, Doha

Professional Summary

Marketing & Communications Lead focused on building meaningful connections between ideas, people, and impact.

Experienced in shaping strategic narratives, positioning initiatives, and driving engagement across diverse audiences and stakeholders. Combines storytelling, cultural awareness, and structured communication to transform complex concepts into accessible and relevant experiences.

Passionate about positioning innovation, initiatives, and organizations in a way that creates lasting value, strengthens trust, and supports broader ecosystem growth.

Bringing a unique combination of corporate, creative, and community-driven experience

Core Competencies

- Brand Positioning & Thought Leadership
- Strategic Communications
- Ecosystem Engagement & Stakeholder Alignment
- Event Strategy & Execution (Local & International Exposure)
- Content Strategy & Editorial Planning
- Internal Communications & Culture Development
- Cross-functional Leadership
- AI Tools for Rapid Execution & Quality Enhancement
- Currently exploring workflow automation using n8n to enhance processes from ideation through SOP development to execution.

Professional Experience

Salam Technology – Doha, Qatar

Marketing & Client Relationship Manager

Played a key role in elevating Salam Technology’s marketing function into a strategic communication role supporting business growth and brand positioning by:

Strategic Communication & Positioning

- Led communication strategy across 7 business units, enhancing alignment and strengthening market positioning across key technology portfolios
- Facilitated marketing discovery sessions to define value propositions, messaging frameworks, and go-to-market direction

Event & Ecosystem Engagement

- Designed and executed high-impact, multi-partner technology events with +100 attendees involving global vendors and local stakeholders

Content & Internal Communication

- Conceptualized and launched STG Connect, a quarterly internal digital magazine reaching +500 employees to build a structured communication platform that strengthened internal culture, broke silos, and promoted knowledge sharing

Digital Transformation & Innovation

- Leading company website transformation focused on user journey, solution storytelling, and industry positioning
- Contributed to conceptual development of AI-driven engagement assistant (CLiQ)

Art of Creativity - Lebanon

Founder & Creative Director | Brand Experience & Custom Design

- Delivered customized creative solutions for corporate clients and events, enhancing brand experience and audience engagement
- Built brand from concept to execution, managing creative direction, client relationships, and delivery
- led a creative initiative focused on designing and delivering customized experiential gifts and branding concepts for corporate and private events
- Combined design thinking with storytelling to create meaningful and memorable brand interactions

International Experience

Forum_ziviler_friedensdienst (ZFD, Germany) - Lebanon

Community Activist - Future Together Now II

- Facilitated multi-session community workshops to identify challenges, build trust, and co-create community-led solutions
- Created safe, trust-based environments enabling open dialogue
- Guided communities to move from problem awareness to solution ownership
- Participated in programs focused on conflict transformation and non-violent communication
- Supported initiatives aimed at strengthening social cohesion, dialogue, and mutual understanding within diverse communities
- Collaborated with local NGOs and international stakeholders to align initiatives and maximize impact
- Supported the connection between community-generated ideas and funding opportunities
- Acted as a bridge between communities, organizations, and partners
- Ensured that projects remained community-owned and impact-driven

OXFAM - Lebanon

Trainer - Social Entrepreneurship

- Led outreach initiatives to engage diverse communities
- Built connections with participants from different backgrounds to encourage inclusive participation
- Trained participants on designing and structuring their ideas using the Business Model Canvas
- Provided guidance and mentorship throughout the ideation and development phases

Certifications

- ForumZFD – Civil Peace Service Training Program (400 Hours)
- UNIDO & Ministry of Industry – E-Commerce Training
- AMIDEAST / PepsiCo – Skills for Success (320 Hours)
- Google AI Ecosystem – AI Productivity Challenge

Tools & Platforms

- Adobe Creative Suite ([Illustrator](#), [Photoshop](#), [InDesign](#))
- CMS Platform (Salesforce)

Education & Professional Development

- Lebanese Baccalaureate – Life Sciences
- Lebanese University – Mathematics (Diploma)
- Vocational Training – Accounting (Short Program)
- Graphic Designer - American University of Technology

Languages

- Arabic - Native
- English - Professional
- French - Intermediate