NADIA MURADI

Independent Strategy and Communications Consultant

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Selected work in strategic communications, brand messaging, internal communications, advocacy, cultural initiatives, and program delivery.

Detailed project write-ups, referenced from nadiamuradi.com.

Recognition

Crystal MENA Award, awarded for a Nestlé direct mail campaign led at JWT Middle East and Africa.

In This Document

Black Basalt Foundation, Program Director (project-based consulting)
The Living Memory Award
ASH Exhibition and Event
Panels and Public Engagements
Swaida American Society
Hilton Contemporary
Zamzam Exchange
Mondelez International
Boston Biopharma
Dubai Economy

Black Basalt Foundation (BBF)

Program Director (project-based consulting), 2026-present

Type	Website content, program communications, bilingual campaigns, digital storytelling
Role	Messaging, content strategy, social media, contestant and campaign coordination

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Overview

Black Basalt Foundation is a U.S. nonprofit that uses art, memory, and humanitarian action to support communities affected by conflict, beginning with Sweida, Syria. The foundation operates across four program areas: humanitarian assistance, education, cultural and community resilience, and narrative integrity.

My Role

- Set overall messaging and content direction across the foundation's website and communication materials
- Wrote and structured long form and short form content for digital platforms
- Shaped narratives centered on lived experience while maintaining respectful, accurate representation
- Ensured clarity, tone, and consistency across all public facing materials

blackbasalt.org

The Living Memory Award

A Black Basalt Foundation initiative marking the first anniversary of the July 2025 Sweida massacre

Ahead of the massacre's first anniversary, I led communications and coordination for the Living Memory Award, a community wide creative memory initiative inviting photography, short film, poster, and photo and story submissions from Sweida and its global diaspora. The award ran under the campaign title “As Long as One of Us Remains to Tell It,” inviting anyone who carries a memory, a talent, or a word to take part.

130 Creative submissions received	**8** Countries represented	**116** Works reviewed by the jury	**25** Artists and storytellers honored
7 Jury members	**4** Award categories	**$6,100** Total prize pool awarded	**1** Student scholarship awarded

My Role

- Designed and ran the bilingual (Arabic and English) social media campaign, using consistent visual and typographic standards across both languages
- Processed and reviewed Arabic language submissions, including PDF intake and translation support
- Managed contestant communications throughout the submission and voting periods
- Coordinated public vote counting for the People's Choice Award across Facebook and Instagram

The award is the opening initiative of a planned permanent memorial for the Sweida martyrs, and forms part of the foundation's broader Living Memory Project, which is bringing testimony, photography, and oral history into a living, accessible archive.

Campaign announcement, Living Memory Award

ASH Exhibition and Event

Type	Cultural communications, event planning, visual storytelling
Role	Messaging, content creation, event planning, social media, photo and video

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ASH is a Black Basalt Foundation project, conceived, commissioned, and produced by the foundation as an act of cultural witness. Working with emerging Syrian artist Yarob Nassif, BBF produced a series of works on paper created from ash collected at sites destroyed during the 2025 events in Sweida, Syria. Each piece is made from the physical residue of a specific destroyed place, an artifact of loss rather than a representation of it.

The inaugural exhibition opened in March 2026 in St. Charles, Illinois, featuring a live performance by oud master Issam Rafea, a member of BBF's advisory committee. Limited edition prints and a silent auction directed proceeds to families and communities in Sweida. The event's recap reel reached more than 24,000 views within days of the opening.

My Role

- Led event planning and on site coordination
- Developed campaign messaging and social media content
- Captured photo and video content for digital use
- Supported storytelling across the artist, the work, and audience engagement

Installation and opening night, ASH Exhibition

Panels and Public Engagements

GlobalWe Expo 2026

Panelist, hosted by Harvard GlobalWE: The Hidden Crisis, Violence Against Women in Plain Sight.

AI for Justice and Safety

Panelist at a side event held at Microsoft, Times Square, New York, on the margins of the 70th Session of the UN Commission on the Status of Women (CSW70), centering the global response to violence against women and girls and the Women, Peace and Security agenda in the digital age.

Panel discussion, Microsoft, Times Square, New York

Swaida American Society

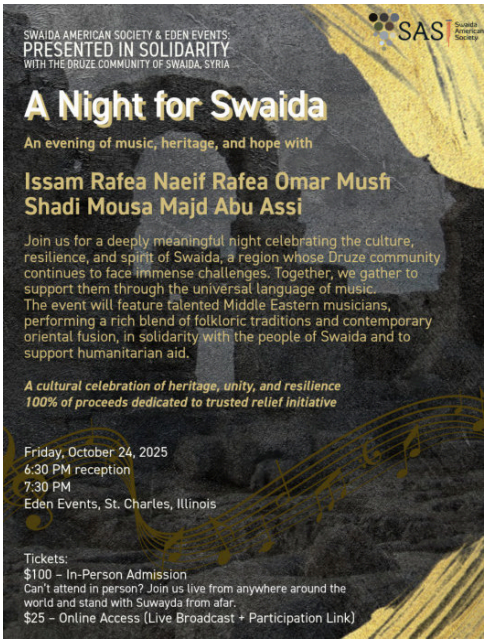
Advocacy Communications

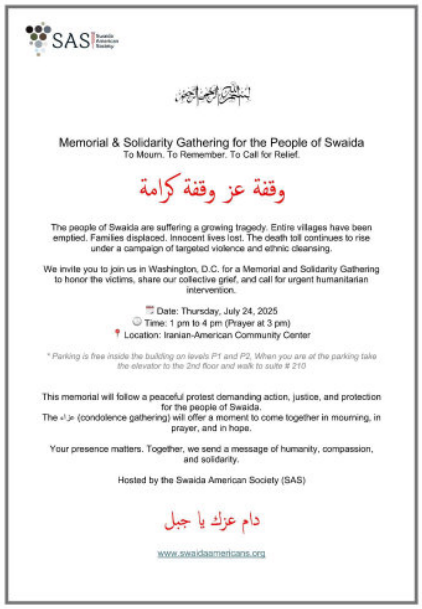
Type	Advocacy content, public messaging
Role	Writing, messaging, outreach

Support for public facing communications tied to humanitarian and community advocacy efforts, including a Memorial and Solidarity Gathering held in Washington, D.C. and A Night for Swaida, a benefit event raising funds for relief on the ground.

My Role

- Drafted advocacy content and public messaging
- Helped shape communications for awareness and engagement
- Developed materials that balanced urgency with respectful representation





swaidaamericans.org

Hilton Contemporary

Exhibition Communications

Type	Cultural communications, visual storytelling
Role	Content development, messaging, coordination of material for the pilot series For the Love of Art

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Support for the communication and presentation of exhibitions and artists, including content for the pilot television series For the Love of Art.

My Role

- Developed content for exhibitions and artist materials
- Supported visual storytelling and audience facing messaging

instagram.com/hiltoncontemporary

Zamzam Exchange

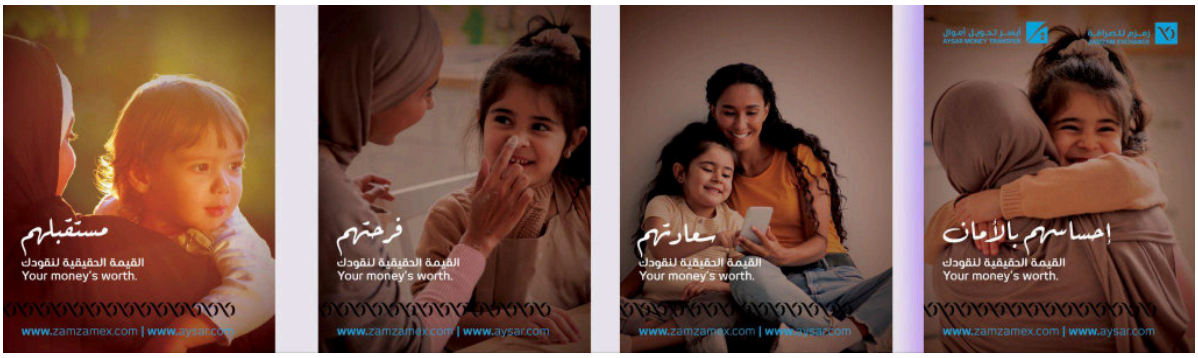
Brand and Communications Development

Type	Website content, social media, brand development
Role	Content development, messaging, account management

Zamzam Exchange is a financial services company in Jordan that underwent a brand refresh to strengthen its market positioning and customer engagement.

My Role

- Developed website content aligned with the updated brand positioning
- Created and adapted social media content to reflect the new brand direction
- Contributed to the rebrand process, ensuring consistency across content and visual outputs
- Managed client communication and coordination to support delivery and alignment



zamzamex.com

Mondelez International

Internal Communications Campaign, Add Chapter Design

Type	Internal communications, brand alignment campaign
Role	Campaign direction, messaging, employee engagement content

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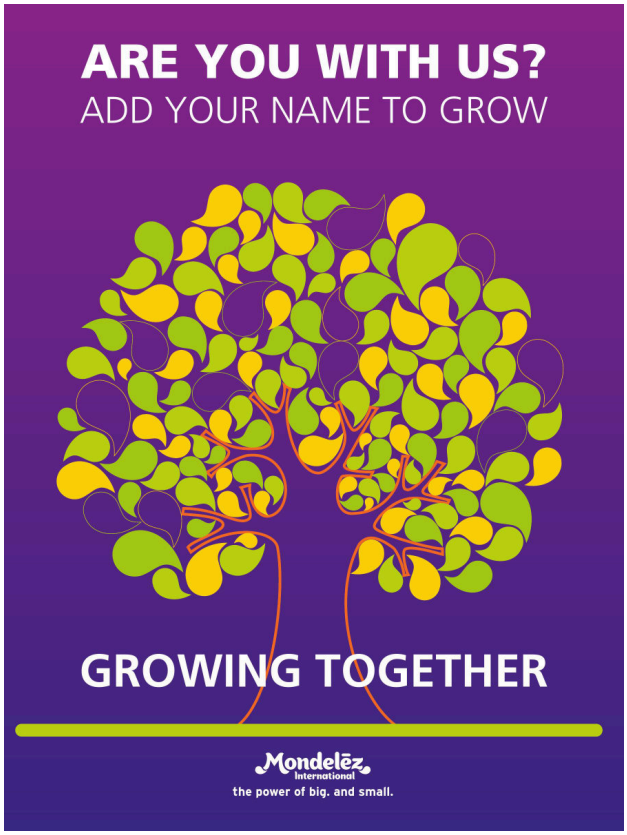
As Head of Operations and Creative Strategist at Add Chapter Design, I directed a GCC wide internal communications campaign for Mondelez International, aligning more than 600 employees across multiple markets under a unified brand identity.

My Role

- Directed campaign strategy and internal messaging across the GCC region
- Aligned brand identity and communication materials across multiple markets and teams
- Managed delivery across a cross functional creative and operations team



Campaign poster, Mondelez International internal engagement campaign

Boston Biopharma

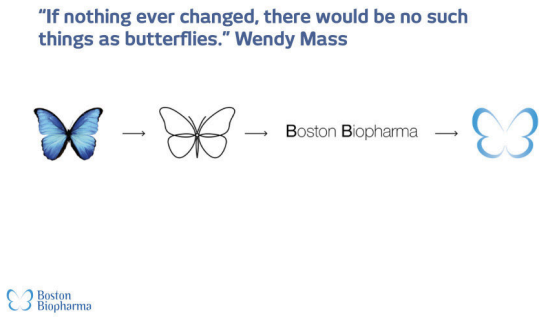
Corporate Communications

Type	Website content, social media, corporate communications
Role	Content development, messaging, coordination

Boston Biopharma is an international pharmaceutical company focused on developing and distributing affordable treatments for complex diseases.

My Role

- Developed and structured website content, ensuring clarity and accessibility across pages
- Created supporting communication materials, including written content and messaging for digital use
- Contributed to social media and public facing content aligned with brand positioning
- Supported coordination of communication materials, including corporate video, presentation assets, and materials for the CPHI Frankfurt conference



CPHI Frankfurt

Dubai Economy

Brand and Communications Support

Type	Website content, social media, internal communications
Role	Content development, messaging, account management

Dubai Economy is a government entity responsible for economic development and regulatory services in Dubai.

My Role

- Developed and adapted content for the website and digital communication materials
- Contributed to internal communication initiatives, including employee engagement materials
- Supported consistency in messaging across platforms and touchpoints
- Managed client coordination to ensure alignment and delivery