

# Ibrahim Ifaaz

Deputy Manager - Commercial (SEED by BCC) · Marketing, Events & Creative Strategy

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## PROFESSIONAL SUMMARY

Commercial and marketing leader with 5+ years of experience spanning sales, partnerships, business development, and national-scale marketing and events. Currently lead the commercial function of SEED, BCC's co-working space and SME hub for MSMEs and entrepreneurs - owning revenue targets, partnerships, budgets, and a commercial team while continuing to drive its marketing. Strategy-first, creativity-second, impact-always: I focus on understanding objectives, audiences, and outcomes before shaping campaigns, deals, or initiatives. Experienced across MSME development, multi-stakeholder partnerships, national exhibitions, and international consultancy work, with a strong emphasis on collaboration, structure, and clarity in execution.

## CORE COMPETENCIES

Commercial Leadership

Marketing & Brand Strategy

Business Development

Partnership Management

Revenue & Budget Ownership

National-Scale Events

MSME Development

Creative Direction

## WORK EXPERIENCE

### SEED by Business Center Corporation (BCC)

2024 - Present

Deputy Manager - Commercial · Malé, Maldives

- Lead the commercial function of SEED, BCC's co-working space and SME hub supporting Micro, Small, and Medium Enterprises (MSMEs) and entrepreneurs with workspaces, services, and business support.
- Drive sales and revenue growth against commercial targets for SEED's programs and services.
- Build and manage strategic partnerships with private sector, financial institutions, and development partners.
- Lead business development - identifying, structuring, and closing new commercial opportunities and MSME onboarding.
- Own and manage departmental budgets, ensuring commercial activity stays on plan.
- Manage and develop staff across the commercial team, setting targets and supervising delivery.
- Lead SEED's marketing - brand strategy, campaigns, and communications to grow reach and MSME participation.
- Coordinate with ministries, SOEs, private sector partners, and international organizations.

### The World Bank

Present (work-for-hire)

Visual Storytelling Consultant · Remote / Maldives

- Contribute to development-focused communications under a work-for-hire framework, producing visual narratives that support international development initiatives.

### Lightsout Productions

2019 - Present

Senior Content Creator · Malé, Maldives

- Joined as a junior content creator and was promoted after demonstrating strong skills and creativity.
- Lead creative direction, photography, videography, and commercial content production.
- Deliver high-quality work under tight timeframes and pressure.
- Trusted, reliable team member known for strong work ethic and collaboration.

### Jazeera (now Javiyani)

2022

Creative Editor · Maldives

- Led creative editing of video and visual content for news and digital platforms.
- Shaped storytelling through pacing, graphics, and visual treatment.
- Collaborated with editorial and production teams to deliver high-impact content on deadline.

**Video Journalist** · Maldives

- Researched, filmed, and produced news and feature video stories for digital platforms.
- Conducted field reporting and interviews; covered breaking news and events.
- Edited and delivered video content under tight deadlines while maintaining editorial standards.

**SELECTED PROJECTS & HIGHLIGHTS**

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**Maldives Expo 2025**

One of the largest national exhibitions ever held in the Maldives, bringing together MSMEs, government institutions, and private sector stakeholders; achieved extensive coverage across digital, print, and broadcast platforms.

**MSME Awards 2025**

National awards event celebrating excellence and innovation among micro, small, and medium enterprises; achieved high visibility through national media coverage and digital content distribution.

**Atmosphere Culture Launch**

Unveiling of a new internal brand identity focused on people, values, and experience; gained strong media attention for its immersive cultural storytelling.

**Fihalhohi Island Resort Rebranding**

Curated photo and video content showcasing the refreshed brand identity and guest experience across marketing and digital channels.

**Resort Campaign Coverage**

New Year and Christmas campaign content for OBLU Nature Helengeli, VARU by Atmosphere, OBLU XPERIENCE Ailafushi, OBLU SELECT Lobigili, OBLU SELECT Sangeli, and Madifushi Private Island.

**SKILLS**

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**Commercial:** Sales, business development, partnership management, revenue/target ownership, budget management, MSME development

**Marketing & Strategy:** Marketing strategy, brand strategy, campaign management, communications, multi-stakeholder coordination

**Events:** National-scale event planning and delivery, exhibitions, forums, awards programs, event production

**Creative & Content:** Creative direction, photography, videography, commercial content production, visual storytelling, video editing

**Media:** Video journalism, field reporting, editorial production, digital content distribution

**Leadership:** Team supervision, creative team management, stakeholder management, working under pressure and tight deadlines

**CLIENTS & PARTNERS**

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World Bank · World Health Organization · Business Center Corporation · Four Seasons Maldives · Atmosphere Hotels & Resorts · OBLU Resorts · Hulhulé Island Hotel · Fenaka Corporation · Maldives Transport & Contracting Company (MTCC) · Batik Air · Hotelier Maldives · Maldives Association of Tourism Industry (MATI) · Sun Online · Dhauru · Jazeera

**EDUCATION**

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**Secondary Education** · GDh. Atoll Education Center

GDh. Thinadhoo, Maldives

**Primary Education** · Aboobakuru School

GDh. Thinadhoo, Maldives

**REFERENCES**

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**Shinaah Ibrahim** - Chief Executive Officer, Lights Out Studio · Shinaah@lightsout productions · +960 7525599

**Ali Naafiz** - Editor, Hotelier Maldives (Perspective Pvt Ltd) · info@hoteliermaldives.com · +960 998 5667