**Musad Afzal**

**[50 words]**

As a Project Officer for Dubai Carbon, Musad Afzal develops digital content, orchestrates the creation and distribution of knowledge, and works on bespoke marketing activations. His role currently centres on solidifying Dubai Carbon's digital brand identity, accelerating communication, and growing the brand’s “The Sustainabilist” publication.

**200 words**

As part of the external relations team at Dubai Carbon, Musad Afzal develops digital content, orchestrates the distribution of knowledge, and works on bespoke marketing activations for communicating sustainability across a variety of projects. His role as Jr. External Relations Officer currently centres on solidifying Dubai Carbon's digital brand identity, accelerating communication around technical projects, and growing “The Sustainabilist” online and print publication.

Prior to joining Dubai Carbon, Musad has worked as a marketing expert for an e-commerce art curation platform, and also for a state of the art sports facility that he helped get off the ground.

He graduated with a Bachelor of Business Administration with a focus on marketing from Heriot-Watt University in 2014. He has since gone on to become a part of the American Marketer's Association and has recently taken up strategic project management as a potential topic for a future MSc.

Musad is skilled in digital media outreach, copywriting and communication. He is also Prince 2 and Google Adwords certified. When not enabling communications and outreach at Dubai Carbon, Musad spends his time pursuing his trio of hobbies – music, technology and test cricket.