

IBRAHIM ALSHUWAYRIKH

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Senior Communications Specialist | **Corporate & Public Relations** | **Strategic Messaging & Stakeholder Engagement**

EXECUTIVE SUMMARY

Communications professional with over 8 years of experience leading **integrated communication strategies** across government and corporate sectors. Proven success in strengthening **stakeholder engagement**, managing **media relations**, and delivering **storytelling campaigns** that enhance organizational reputation and public trust.

Expert in strategic communication planning, executive messaging, and creative brand storytelling that drive audience engagement and strengthen brand identity. Skilled in content creation, social media strategy, and collaboration with creative teams to deliver impactful, audience-focused campaigns. Experienced in crisis communication, reputation management, and cross-functional alignment to ensure consistent and compelling messaging across all channels.

PROFESSIONAL EXPERIENCE

Senior Communications Specialist – Governmental Institution, Riyadh, Saudi Arabia (2017 – Present)

Lead **integrated communication** and **public relations strategies** for a governmental organization focused on national programs, citizen engagement, and digital transformation.

- **strategic and creative** communication frameworks that increased **employee engagement** by 35% and strengthened internal alignment.
- **Directed** more than 50 high-profile corporate and public events, ensuring unified messaging and extensive coverage across national and regional **media outlets**.
- **Managed media outreach** and **press relations**, securing consistent, positive visibility and shaping a credible public image.
- **Led crisis communication** efforts and built response frameworks to mitigate reputational risks and maintain stakeholder confidence.
- **Advised senior leadership** on **strategic communication plans, executive messaging**, and content alignment with Vision 2030 initiatives.
- **Enhanced citizen engagement** through targeted **storytelling, social media strategy**, and **data-driven campaign insights**.

Customer Service Representative – Al Rajhi Administrative Services Co., Riyadh, Saudi Arabia (2016 – 2017)

- **Resolved** client inquiries with a high satisfaction rate, contributing to improved **KPI performance** and service quality metrics.
- **Developed** internal communication workflows that streamlined operations and improved **team collaboration**.
- **Handled** sensitive documentation with zero confidentiality breaches, ensuring compliance and trust.

EDUCATION

Bachelor's Degree in Media and Communication – King Saud University, Riyadh (2012 – 2016)

KEY SKILLS & EXPERTISE

Core Competencies:

Strategic Communications | Public Relations Strategy | Media Relations & Storytelling | Stakeholder Engagement | Crisis & Reputation Management | Executive Communication | Change & Internal Messaging | Brand Campaigns | Event & Campaign Management | KPI Reporting & Performance Analytics | Creative Communication Campaigns | Brand Storytelling & Social Media Strategy | Audience Engagement & Digital Content Creation

Technical Tools:

Google Analytics | Adobe Analytics | Hootsuite | SharePoint | WordPress | Microsoft Office Suite | Social Media & CMS Platforms

AREAS OF EXPERTISE

Corporate Communications | Public Relations | Executive Messaging | Internal Communication | Crisis Management | Media Outreach | Stakeholder Engagement | Strategic Campaigns