

Saif Alislam Hommaida Elhassan

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Professional Summary

Results-driven Communications Manager with over 20 years of experience in strategic communication, public relations, and stakeholder engagement. Proven expertise in developing and executing communication strategies, enhancing brand reputation, and managing cross-border partnerships. Adept at crafting compelling content, managing media relations, and implementing marketing campaigns to achieve organizational goals. Fluent in Arabic and English, with strong leadership and project management skills to drive impactful communication initiatives.

Key Skills

- Strategic Communication Planning
 - Public Relations and Media Relations
 - Marketing Campaign Development
 - Stakeholder Engagement and Advocacy
 - Content Creation and Editing
 - Crisis Communication and Reputation Management
 - Social Media Strategy and Management
 - Multilingual Communication (Arabic and English)
 - Project and Program Management
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Professional Experience

Office Manager to the CEO

GT Medical, Riyadh, Saudi Arabia

May 2023 – Present

- Oversee executive communication and correspondence on behalf of the CEO, ensuring clarity, accuracy, and timely delivery.
- Manage high-level scheduling, board meetings, and cross-departmental coordination to support strategic decision-making.
- Draft, edit, and review speeches, reports, and presentations for the CEO, aligning messages with company vision and objectives.
- Facilitate stakeholder communication with government entities, partners, and investors to strengthen relationships and drive business goals.
- Supervise administrative operations, ensuring efficiency and alignment with organizational priorities.

- Coordinate CEO-led external engagements, including conferences, investment forums, and media appearances.

Communications and External Projects Manager

Jenaan Investment, Abu Dhabi, UAE & Amtaar Investment, Khartoum, Sudan

Jan 2014 – Apr 2023

- Played a pivotal role in the strategic partnership between Jenaan Investment and the Sudanese government, resulting in the establishment of Amtaar Company, the largest agricultural investment in Sudan, focused on large-scale forage production.
- Developed and executed comprehensive communication strategies to enhance brand visibility and stakeholder engagement.
- Led public relations efforts, including drafting press releases, managing media relations, and organizing press events.
- Oversaw marketing and sales campaigns for agricultural products, including Landini and McCormick tractors and fertilizers, achieving a 30% increase in revenue.
- Created and managed content for various communication channels, including social media, newsletters, and company reports.
- Built and maintained relationships with key stakeholders, including government agencies, media outlets, and industry partners.
- Spearheaded crisis communication strategies to manage reputational risks and ensure transparency during critical situations.

International Relations and Projects Manager

Ministry of Agriculture, Sudan

May 2009 – Dec 2013

- Crafted and implemented communication strategies to promote the Ministry's initiatives and enhance its public image.
- Managed international partnerships and facilitated communication with global stakeholders to drive agricultural development.
- Provided strategic insights and analysis on political and regulatory developments to inform decision-making.
- Organized and coordinated high-profile events, including international conferences and diplomatic meetings.

Executive Assistant / Office Manager

Governor's Office, Khartoum State, Sudan

May 2005 – May 2009

- Managed executive communication, including drafting speeches, reports, and correspondence.
- Coordinated high-level meetings and events, ensuring seamless communication and logistical support.
- Supervised internal communication processes to improve information flow and staff alignment.

Translator and Researcher
Yemen Embassy, Malaysia
Jan 2001 – Mar 2005

- Conducted research and prepared reports on political and economic trends, supporting diplomatic communication efforts.
 - Translated official documents and facilitated communication between Yemeni and Malaysian officials.
 - Played a key role in strengthening bilateral relations through effective communication and cultural diplomacy.
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Education

- Master's Degree in Human Sciences (English as a Second Language) – International Islamic University Malaysia, 2003
 - Bachelor's Degree in Human Sciences (English Language and Literature) – International Islamic University Malaysia, 2001
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Languages

- Arabic: Native
- English: Fluent

Additional Skills

- Communication Strategy Development
- Media and Public Relations
- Content Development and Editing
- Crisis Management and Risk Mitigation
- Social Media and Digital Marketing
- Analytical and Problem-Solving Skills
- Microsoft Office Suite and Project Management Tools

Key Achievements

- Increased brand visibility through strategic public relations and marketing initiatives.
- Successfully managed communication campaigns that enhanced stakeholder trust and organizational reputation.
- Strengthened partnerships with key stakeholders, driving business growth and community engagement.