



Tariq Al Hariri

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Professional Summary

Ambitious professional, I possess over 15 years of extensive experience in strategic communication, project management, public relations, and media within the statistics, education, and marketing sectors. With a Master's Degree in Public Administration from King Abdulaziz University and a proven track record of leading successful initiatives aligned with the Kingdom's Vision 2030, I am recognized for enhancing operational efficiency, driving significant project successes, and fostering community engagement. My objective is Transferring my experience and making an effective contribution in strategic planning, digital transformation, and stakeholder engagement to contribute to an organization's growth and excellence, while actively participating in projects that advance management, leadership, and development.

Education

King Abdulaziz University, Saudi Arabia	2023
<ul style="list-style-type: none">Master's degree in public administration. GPA: 4.85 out of 5.00.	
International Higher Training Institute, Saudi Arabia	2018
<ul style="list-style-type: none">Diploma's Degree in Accounting. GPA: 3.53 out of 4.00.	
King Abdulaziz University, Saudi Arabia	2014
<ul style="list-style-type: none">Bachelor's degree in media & communication. GPA: 3.75 out of 5.00.	

Experience & Work

Strategic Communications Manager, Semi Government.

Jan 2019 – Present

- Spearheaded strategic communication initiatives, significantly contributing to the success of mega projects within the region.
- Recognized as "The Ideal Employee" during the Covid-19 pandemic for exceptional contributions.
- Played a crucial role in the successful execution of the 2022 Saudi Census Project efficiently.
- Initiated regional communication forums to align statistical methodologies with global standards, enhancing data reliability.
- Oversaw the digital transformation of statistical reporting, improving accessibility and public engagement with data.

Deputy Manager of Media Center - Ministry of Education

Aug 2011 – Jan 2019

- Established the Beneficiary Satisfaction Unit, enhancing customer service and stakeholder engagement effectively.
- Developed and managed quality partnerships, bolstering the department's external relations and public image.
- Launched innovative educational campaigns, significantly increasing public awareness, participation in educational programs.
- Spearheaded media relations strategy, securing extensive coverage that elevated the department's profile and mission.

Sales & Marketing Assistant manager, Al Wahda Express Company

May 2006 – Jul 2011

- Achieved the highest sales target among international branches in 2008, showcasing exceptional sales acumen.
- Implemented effective marketing strategies, contributing significantly to the company's financial goals and success.
- Designed and executed a new customer loyalty program, increasing repeat business and customer satisfaction rates.
- Led the digital marketing campaign that expanded market reach and drove significant increases in online sales.

Extracurricular Work

PR Assistant Consultant, CXG Company, Customer Experience Consulting and Services.

Mar 2024 – Des 2024

Journalist & Media Expert, Deputy Editor, E-Newspaper (Additional job)

Jul 2013 – Jul 2016

- E-Newspaper, leading content direction and strategic vision as Deputy Editor-in-Chief efficiently.
- Managed the editorial team, coordinating the production of engaging educational content, overseeing publication processes.
- Directed PR and marketing efforts, increasing the newspaper's visibility and readership among educational communities.

Media & PR Expert, Saudia Airlines - Magazine.

(Additional job)

Jul 2016 – Des 2016

- Directed PR and marketing efforts, increasing the **Magazine** visibility and readership among Saudia Customer.

Memberships

- Membership in the Social Committee** in the western region as a representative of the City of Jeddah for the Global Healthy Cities Project 2022
- Member of the Board of Advisors** for Statistics Faculty For academic accreditation at King Abdulaziz University for the national and international program for the Bachelor of Science in Statistics for the year 2023 - 2024

Achievements & Awards

- The Senior Annual Sales Award** | Al Wahda Express Company.
- Certificates of Thanks & Appreciation** | Over 10 certificates for excellence in work and media | The Ministry of Education.
- Big Project Participation** | Western Region. Saudi Arabia Census 2022 lead of team Jeddah City
- Contributions to New Media** | Enhanced contributions in the new media field, including factories, food industry, tourism.
- Research and Scientific Projects** | Research and projects in the areas of Management, Leadership, and Development.
- Training on Graduation Projects, Cooperative Training** | Led training sessions on how to effectively deal with customers.
- Training on Trainees** | Trained more than 170 trainees over two years, providing proper qualification & specialized training.

Certifications

- Starting a Project: Starting a Successful Project** | December 2023
- Fundamentals of Project Management** | Google | December 2023
- Project Management: International Projects** | May 2021

Courses

- Power bi** | 2023
- Customer Service: Problem Solving and Troubleshooting** | Jan 2021
- Customer Service Foundations** | Jan 2021
- Customer Service Strategy** | Jan 2021
- Getting PR Placements** | Jan 2021
- 17 PR Mistakes to Avoid** | Dec 2020
- Public Relations Foundations** | Dec 2020
- Leadership Skills** | Sep 2020
- Creative Thinking, Innovation and Renewal** | Apr 2020

Associations

- Member**, Professional Association for Statisticians & Data Scientists (PASDS).

Volunteering

290+ hours humanitarian work | including guiding talented individuals with disabilities.

- Volunteer** | Al-Eradah Organization for Talented Individuals with Disabilities | 24 volunteer hours | 2018.
- Volunteer** | King Abdulaziz International Airport | Civil Aviation Authority | 246 hours between | 2018 -2019.
- Volunteer** | The Saudi Volunteer Organization (Takatuf) | 20 Hours demonstrating a commitment to community service.

Skills

- Strategic Communication
- Project Management
- Public Relations Expertise
- Leadership & Team Management
- Digital Marketing Strategy
- Statistical Analysis & Data Interpretation
- Educational Program Development
- Media Content Creation & Management
- Public Speaking & Presentation
- Crisis Communication
- Microsoft office pro
- Customer Relationship Management
- Sales Performance Optimization
- Research & Development
- Community Engagement & Volunteerism
- Analytical & Creative Thinking

Research and Scientific:

Management sciences researcher in the Arab Journal of Administration

<https://aja.journals.ekb.eg>

Languages

Arabic, English