

SKILLS

- Strong background of Communication, Brand Management, CSR, and PR
- Strategic Planning.
- Stakeholder Management.
- Brand recognition and reputation management.

PROFESSIONAL & PERSONAL TRAITS

- Strong communication skills (written and spoken)
- Proficient in dealing with multiple partners, responsibilities, and prioritizing time for the most urgent and important tasks.
- Strong leadership skills.

PROFESSIONAL EXPERIENCE

NEOM

May 2023 – Present

Stakeholder Engagement Manager – Social Responsibility

- Develop and implement stakeholder engagement strategies aligned with the NEOM’s social impact objectives.
- Embedding Social Responsibility as a culture in NEOM through ongoing internal & external communications, engaging initiatives, and awareness campaigns.
- Engage with internal and external stakeholders to build partnerships and collaborations that enhance the impact of social responsibility programs.
- Manage local and international partnerships to elevate the NEOM SR programs and practices.
- Develop & implement flagship programs strategies in alignment with NEOM’s values to increase social and business impact.
- Plan key focus areas, goals, and objectives for social responsibility initiatives.
- Oversee the development of new initiatives and facilitate execution.
- Identify, map, and segment key stakeholders across local communities, government sector, private sector and NEOM sectors & subsidiaries.
- Act as the primary liaison for stakeholder inquiries, concerns, and feedback.
- Manage partner governance processes including MOUs, contracts and renewal cycles.
- Collaborate with partners to co-design initiatives aligned with NEOM SR strategy.
- Oversee the implementation of Social Responsibility signature programs & special initiatives.

General Authority for Awqaf

January 2021 – April 2023

Corporate Communication Development Manager

- Leading Brand Uplifting Project.
- Develop and implement marketing and communications campaigns and strategies and oversee the delivery and implementation.
- Overseeing and helping deliver communications plans and products to support key projects.
- Overseeing Awqaf branding activities.
- Design campaign and set key performance indicators for all communications activity.
- Handling the Media and External Communication Project.
- Leading the Department’s strategic projects.
- Develop communication governance procedures and policy.
- Building strategies, budgets & plans based on projects’ needs.
- Leading Awqaf website development project.
- Managing creative, marketing and production agencies.
- Conduct an on-going market research to keep the management up to date with the new opportunities and trends.

NEOM

June 2020 – December 2020

Community Engagement – Branding & Communications Lead

- Managing comms and PR agencies.
- Handling the development of comms strategies for CSR to insure alignment with NEOM’s objectives.

Internal

Hadeel Al-Thiban

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- Handling internal and external publications to showcase NEOM's local community engagements.
- Handling the branding of NEOM's community engagement brand from strategy to look and feel.
- Handling website/social media from content, design and strategy.
- Managing local community activities and Events.

Channels By STC

June 2019 – June 2020

Marketing Communications Manager (Corporate & B2B)

- Handling the development of MarCom strategic communications for all corporate level projects.
- Managing multimedia productions and on ground coverage for internal and external publications.
- Managing "Channels" online and offline Marketing Campaigns.
- Overseeing "Channels" digital platforms/Social Media from content, design and strategy, as well as CEO accounts.
- Overseeing MarCom project execution in Public Relations, Social Media, and Media Production.
- Collaborating with Portfolio Development team to product "Channels" B2B marketing campaigns and materials.
- Developing materials, presentations and other marketing communications for campaigns and products and services marketing efforts as well as sales meetings and events.
- Handling all Media Buying activities for "Channels" and its sub-brands.
- Responsible for maintaining exposure for "Channels" internal culture and support in turning employees to brand advocates to enhance the company's reputation as an employer brand.
- Developing internal communications protocols and initiatives that will foster employee moral.
- Managing relationships with Creative, Media & Social Media agencies.
- Help identify the most effective communication channels to reach relevant target groups and help to feed these channels with the appropriate messaging.
- Overseeing and Reporting "Channels" Sustainability initiatives to insure contributions to Group Sustainability Goals.

The Saudi Investment Bank

May 2018 – May 2019

Assistant Manager – Corporate Social Responsibility

- Monitor CSR activities & publications and make sure it's alignment with SAIB's business line.
- Develop & author a monthly and annual CSR report that provides clear direction on strategy, delivery and performance.
- Develop & implement a mechanism and strategy to engage employees with CSR initiatives to bring more internal awareness.
- Leading the development of CSR strategy, activities and annual budgeting for the department.
- Handling the creative, briefing and implementation of CSR campaigns and activities.
- Develop and maintain business relations with partners.
- Responsible of SAIB's volunteer team's activities externally & internally.
- Leading CSR team with the implementation of CSR initiatives.
- Creating a semiannual digital calendar in alignment with CSR activities, as well as handling press releases.
- Supporting in the development of the annual Integrated Report for the bank.

Shell Company – Gas & Oil

January 2014 – April 2018

External Communications Officer September 2014 – April 2018

Corporate Social Responsibility Officer – January 2014 to September 2014

- Handling portfolio of CSR projects around the kingdom including planning, execution while providing inputs on the project strategy, sponsors, resources, policies and major issue resolution.
- Creating and executing CSR programs' communications and promotions as well as taking part in all media activities and engagements.
- Handling Internal & External Communication activities and publications.
- Planning and executing brand and reputation building activities and engagements targeting different audiences (Stakeholders, community and Shell employees)
- Handling social media accounts & website for Shell in Saudi as well as managing other CSR programs websites by creating content, plan and editorial calendar.

Internal

Internal

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- Member of the Crisis Management team.
- Creating content for external and internal publications, and working with the MENA team to insure brand compatibility.
- Creating quarterly and yearly reports to showcase the results of communication activities.
- Designing & writing a quarterly Newsletter to share internally & externally.
- Managing and representing the company in events.
- Member in the sponsorships & donations committee.
- Personal Development team leader.

EDUCATION

Al-Yamamah University in Riyadh, Saudi Arabia

Apr 2014

Bachelor's degree in Business Administration - Management Information System

Grenoble Ecole de Management in Grenoble, France

2013

Semester Abroad

PROFESSIONAL DEVELOPMENT

Trainings:

- Leaders Essentials Program – 2023
- Certified Wellbeing Coach - 2022
- Oxford Women's Leadership Program -2021
- Customer Experience (CXPA) – 2021
- Leadership Program – LEP – 2019
- Marketing Strategy Workshop LBS – 2019
- PR Measurement - 2016
- Crisis Management Training 2015 - 2017

PERSONAL INFORMATION

- Nationality: Saudi Arabia
- Languages: Fluent in English and Arabic

Internal