

Nawaf Khalid Alnujaidy

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Professional summary

Public Relations and Media Specialist with over 10 years of experience in digital marketing, communications, and government relations. Expert in designing and executing innovative media strategies, managing campaigns, and building strong partnerships with media outlets. Licensed by the General Authority for Audiovisual Media as a Public Relations Specialist. Committed to enhancing the organization's position through effective communication solutions that support growth and sustainable engagement.

Education

- **Bachelor's Degree in Media and Public Relations | King Saud University | Riyadh, Saudi Arabia | 2013**
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Work Experience

Public Relations Specialist | Freelance | Riyadh, Saudi Arabia | July 2024 – Present

- Provided consultancy in public relations, developed tailored media strategies, managed media coverage, and created bilingual content for clients.

Media & Public Relations Specialist | Digital Knowledge Company | Riyadh, Saudi Arabia | Feb 2024 – Jul 2024

- Launched strategic media initiatives that increased brand awareness by 35% within six months.
- Built relationships with media outlets, prepared press releases, and developed bilingual content aligned with company goals.

Public Relations Specialist | Security Forces Hospital | Riyadh, Saudi Arabia | Jan 2020 – Nov 2023

- Coordinated over 50 internal medical events with full logistical and audiovisual support.
- Reduced visual content editing time by 40%.
- Documented and archived more than 500 medical photography cases.
- Improved patient communication through the development of multimedia educational materials.

Customer Service Manager | Aloft Marriott Hotel | Riyadh, Saudi Arabia | Apr 2019 – Jan 2020

- Managed and trained a team of over 15 customer service employees.
- Increased customer satisfaction by 27%.
- Developed response protocols to address feedback and resolve escalated issues within an average of 24 hours.

Digital Marketing Manager | Vox Advertising Company | Riyadh, Saudi Arabia | Jan 2016 – Apr 2019

- Managed more than 70 targeted digital campaigns, achieving up to 45% increase in engagement.
- Designed customized content strategies for over 30 clients, resulting in a 38% increase in conversion rates.

Public Relations Specialist | Ministry of Education | Riyadh, Saudi Arabia | Dec 2014 – Jan 2016

- Led media coverage of national initiatives including the "Your Job, Your Scholarship" program.
- Produced multimedia content that reached over one million viewers.
- Increased community engagement by 25%.

Government Relations Specialist | Al-Fozan Contracting Company | Riyadh, Saudi Arabia | Feb 2014 – Dec 2014

- Handled over 20 government transactions monthly with full compliance.
- Reduced document processing time by 35%.

- Coordinated with authorities to obtain licenses ahead of deadlines.
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Training & Professional Courses

- **Media Campaigns Preparation Program – 2022**
 - **Photography Course – 2022**
 - **Communication Skills Workshop – 2018**
 - **Event Management & Organization – 2018**
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Skills

- **Professional:** Public Relations Strategy | Media Content Creation | Social Media Management | Event Coordination | Media Analytics
 - **Personal:** Communication | Adaptability | Team Collaboration | Attention to Detail
 - **Technical:** Microsoft Word (document formatting, professional reporting) | Microsoft Excel (data analysis, formulas, pivot tables, reporting) | Microsoft PowerPoint (presentations, visual communication) | Microsoft Outlook (email & scheduling) | Content Management Tools | Audio/Video Editing | Event Audiovisual Setup
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Languages

Arabic: Native | **English:** Fluent