

Haneen Azzam – Strategic Communications & Public Relations Leader

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Professional Summary

Accomplished communications and public relations leader with 10+ years of experience driving strategic communications, brand reputation, and executive positioning across regional conglomerates and international organizations. Expert in developing integrated communication strategies that strengthen corporate image, foster stakeholder trust, and align with business objectives. Adept at leading media relations, crisis communications, and employee engagement programs that elevate organizational culture and visibility. Recognized for excellence in shaping narratives that inspire confidence, influence perception, and deliver measurable impact.

Core Competencies

Corporate Communications Strategy - Executive Visibility & Reputation Management - Media & Public Relations - Internal & Employee Communications - Crisis Communications - Brand Positioning & Governance - Strategic Partnerships - Stakeholder Engagement - Event & Campaign Leadership - Bilingual Content Development

Professional Experience

PR & Communications Manager – Ajlan & Bros Holding Group

Riyadh, Saudi Arabia | Jan 2025 – Present

Leading Group-wide corporate communications for one of Saudi Arabia's most diversified investment conglomerates, overseeing internal and external communications, brand governance, and executive visibility initiatives.

- Architect and execute integrated communications strategies aligned with business priorities, strengthening corporate reputation and stakeholder confidence across 15+ subsidiaries.
- Serve as the principal communications advisor to the group on public messaging, thought leadership, and strategic positioning.
- Drive multi-channel campaigns across LinkedIn, the corporate portal, and key media partnerships, achieving significant increases in engagement and content performance.
- Lead corporate culture and engagement programs aiming at enhancing internal alignment and morale.
- Relaunched *LinkedIn Learning* through a company-wide campaign that achieved double-digit growth in employee participation and completion rates.
- Manage agency partnerships to ensure brand alignment and timely delivery of high-quality media and digital content.
- Oversee corporate branding and visual identity governance, ensuring consistency and compliance across all business units.

- Coordinate Ajlan & Bros' participation in major national and international forums, maximizing executive visibility and sponsorship ROI.

Executive Producer – Crafers Space KSA

Aug 2023 – Dec 2024

- Directed high-impact media productions and digital storytelling projects, from concept to post-production.
- Managed creative and technical teams, ensuring seamless execution and alignment with client vision.
- Elevated the brand's creative identity through innovative visual campaigns and content strategy.

Head of Communications & Community Engagement – American University of Beirut (ESDU)

Jan 2023 – Feb 2024

- Led strategic communication, public outreach, and fundraising initiatives promoting sustainability and social impact.
- Built partnerships with UN agencies, NGOs, and local communities to expand program reach and visibility.
- Designed data-driven campaigns and content strategies that amplified impact-driven storytelling across Lebanon.

Managing Partner – Zoomaal Inc.

Oct 2015 – Dec 2021

- Oversaw communications, partnerships, and operations for the Arab world's leading crowdfunding platform.
- Positioned the brand regionally through high-profile speaking engagements and cross-sector collaborations.
- Delivered workshops and keynote talks on crowdfunding, innovation, and entrepreneurship across the MENA region.

Selected Speaking Engagements

- **Panelist**, GIZ Creative & Cultural Industries Forum – Amman, 2023
- **Speaker**, Introduction to Crowdfunding Webinar – GIZ & Welthungerhilfe, 2022
- **Panelist**, Re:publica – Berlin, 2019

Education

B.A. in Communication Arts – Lebanese American University, Beirut, 2013

Languages & Technical Skills

Languages: Arabic (Native) | English (Fluent)

Tools: Microsoft Office Suite | Canva | WordPress | SAP Ariba | Social Media Analytics | Media Monitoring Platforms