

# Reema AlAli

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## Professional Profile

Results-driven Content and Communications Professional with extensive experience in media production, editorial oversight, and cross-platform content strategy. Adept at leading creative teams, shaping brand narratives, and delivering high-quality content aligned with organizational objectives and audience engagement goals.

## Skills

- Excellent writing skills
- Content strategy development
- Public relations
- Influencer marketing
- Content production
- Project management
- Social media administration
- Media activity planning

## EXPERIENCE

**April 2025 – Current**

**Al-Riyadh SC**

**Corporate Communications Officer** – Riyadh, Saudi Arabia

- Managed internal and external communications to ensure consistent messaging.
- Drafted official statements, media content, and coordinated PR activities.
- Strengthened the club's public image through strategic media engagement.
- Collaborated with various departments to align communication efforts with organizational goals.
- Monitored media coverage and supported crisis communication.

**July 2023 – February 2025**

**IFOCUS Media Production**

**Content Manager** – Riyadh, Saudi Arabia

- Writing, editing, and proofreading content.
- Managing a content team consisting of writers, graphic designers, videographers, etc.
- Formulating a cross-platform content strategy.
- Brainstorm with team members to develop new ideas.
- Build a following on social media.
- Provide editorial, creative, and technical support to team members.
- Track web analytics to ascertain content engagement levels.
- Manage content across all platforms, including email and social media.
- Wrote, edited, and proofread content to ensure high-quality deliverables.

**September 2020 – January 2023**

**Rotana Khalejia Channel – Ya Hala Show**

### **TV Producer / Translation & Dubbing / Reporting – Riyadh, Saudi Arabia**

- A television producer assists the executive producers.
- Pick scripts and introduce new concepts and ideas.
- Supervise other producers and ensure they, and the production, work within union regulations.
- Supervise the post-production process.
- Secure right to photos or other works.

**September 2020 – January 2023**

### **Rotana Khalejia Channel - AIRahel**

#### **Documentary Producer / Television – Riyadh, Saudi Arabia**

- Getting source material.
- Sources and selects materials for film production.
- Sourcing, interviewing, and hiring a team.
- Maintains schedule.
- Provides feedback on film editing.
- Reports to executive producers.

**June 2015 – Current**

### **Al Hadath Electronic Newspaper - Sky World Newspaper**

#### **Journalist –**

- Collect local, national, and international news through interviews, investigation, and observation.
- Write news stories for publication and broadcast.
- Receive, analyze, and verify news and other copy for accuracy.

## **EDUCATION**

Bachelor of Arts degree with Honours: General Business

ARU Cambridge – Cambridge, United Kingdom

## **CERTIFICATIONS**

- Project Management Professional (PMP)
- Agile Project Management (AGILE-PM)
- PMI Risk Management Professional (PMI-RMP)
- Press release writing course, Prince Ahmed bin Salman Applied Media Academy, 2019
- TV presenter course, Tamouh Institute for Training and Development in Dubai, 2019

## **PROJECTS**

- Content Manager – Studio SBC (TV Show), Jan 2024 – Dec 2024
- Content Manager – 50th Anniversary, Royal Commission for Jubail and Yanbu, Jan 2024 – Mar 2024
- TV Producer – Majlis Program at King Abdulaziz Camel Festival, Dec 2021 – Jan 2022

## **LANGUAGES**

Arabic: First Language

English: Proficient (C2)