

AHMED S. ALKHALDI

📍 RIYADH, SAUDI ARABIA | 📞 +966 566617586 | ✉️ AHMEDALKHALDI1984@GMAIL.COM | [LINKEDIN](#)

PUBLIC RELATIONS | MARKETING COMMUNICATIONS | INTERNATIONAL RELATIONS

Accomplished PR and communications professional with 15+ years of experience across Saudi Arabia, UK, and the USA in public relations, marketing, corporate communications, and HR leadership. Proven ability to design and implement PR strategies, build strong media networks, and deliver impactful campaigns that enhance brand reputation and stakeholder trust. Skilled in international relations, organizational communications, and strategic employee engagement.

AREA OF EXPERTISE

- Public Relations & Media Relations
- Marketing Communications Strategy
- International Relations & Cross-Cultural Communication
- Employee Engagement & Corporate Communications
- Stakeholder & Government Relations
- Event Planning & Press Conferences
- Recruitment, Training & Leadership Development

TECHNICAL EXPERTISE

- Microsoft Office Suite & Excel
- Digital Marketing Tools & Social Media Strategy
- Media Monitoring & Press Kit Preparation
- Contract Negotiation & Compliance
- Learning Management Systems (LMS)
- Remote Desktop Protocol (RDP)
- Languages: Arabic (Native), English (Fluent), Spanish (Basic)

ACHIEVEMENTS

- Led PR campaigns for multinational organizations, securing coverage in top-tier media.
- Improved staff retention by 20% through targeted training and engagement programs.
- Directed cross-border HR and PR initiatives in Saudi Arabia, UK, and USA.
- Delivered high-profile communications strategies for global corporations and joint ventures.
- Organized press conferences and corporate events with 500+ stakeholders.
- Negotiated and secured media partnerships, boosting brand visibility by 30%.
- Launched digital marketing campaigns, increasing audience engagement by 40%.
- Recognized by senior leadership at Saudi Aramco Total Refining and Petrochemical Company (SATORP) and ALDI for excellence in communication strategy.
- Built and managed international networks across government, academia, and corporate sectors.

WORK EXPERIENCE

Sep 2025 – Present

ADVISORY FINANCIAL DHIRWAH – RIYADH, SAUDI ARABIA

Director of Marketing & Communications

- Lead marketing and PR strategy, strengthening brand presence across financial advisory sector.
- Build media relationships, manage campaigns, and oversee external communications.
- Drive stakeholder engagement to enhance visibility and trust.

Sep 2023 – Sep 2025

ALDI UK – ATHERSTONE, ENGLAND

Public Relations Manager

- Directed PR campaigns and media relations, securing high-profile placements.
- Managed press conferences, media kits, and corporate communication plans.
- Developed strategies to align messaging with organizational goals.

Sep 2022 – Sep 2023

ALDI UK – ATHERSTONE, ENGLAND

HR Team Lead

- Oversaw recruitment, onboarding, and performance evaluation processes.
- Improved employee retention with training and incentive programs.
- Managed payroll and compliance while driving staff engagement.

Sep 2021 – Sep 2022

UNIVERSITY OF BIRMINGHAM – BIRMINGHAM, UK

Teaching Assistant (MA Politics)

- Supported faculty in delivering International Relations & Politics courses.
- Led tutorials, marked assignments, and guided students in research.
- Contributed to academic program development.

- Aug 2019 – Sep 2021

NEXTSTEP HR – LONDON, UK

Co-Owner

 - Co-founded HR consultancy providing tailored recruitment and compliance solutions.
 - Designed employee development programs for SMEs.
 - Advised on HR policies and workforce planning.

- Jun 2018 – Aug 2019

ARAMCO (DOWNSTREAM) – DHAHRAN, SAUDI ARABIA

Training & Development Supervisor

 - Led & directed training programs to enhance employee development, integrating technology & performance metrics.
 - Assessed organizational training needs, managed daily operations, including compliance and supervision, and collaborated with leadership on workforce planning and talent development.
 - Provided strategic guidance and oversight across teams, bridging operational execution and organizational objectives.

- Jun 2017 – Jul 2018

ARAMCO TOTAL REFINING & PETROCHEMICAL COMPANY (SATORP) – JUBAIL, KSA

Senior HR Consultant

Seconded to the Joint Venture (SATORP)

 - Provided HR advisory support for joint venture operations, ensuring compliance with corporate policies & labor regulations.
 - Implemented talent development and workforce planning initiatives.

- Jun 2016 – Jun 2017

ARAMCO – DHAHRAN, SAUDI ARABIA

Career Development Lead

 - Directed career development and leadership programs across refineries.
 - Designed recruitment and training strategies.
 - Supported workforce planning and employee engagement.

- Jun 2015 – Jun 2016

ARAMCO SERVICES COMPANY – HOUSTON, TEXAS, USA

HR Lead

 - Managed Aramco-sponsored interns and students across North America.
 - Oversaw HR operations, engagement programs, and compliance processes.
 - Facilitated cross-border HR alignment.

- Jan 2013 – Jun 2015

ARAMCO – RAS TANURA, EASTERN PROVINCE, SAUDI ARABIA

HR Advisor

Refining & NGL Fractionation

 - Oversaw the Admin Area, including RDP programs (Chapter 8, Advanced Degree, STTA), managing PDP initiatives, leadership development, and other human capital programs.
 - Drove recruitment & talent acquisition by collaborating with leaders to identify staffing needs & designing programs.
 - Supported organizational development, workforce planning, and overall HR management across Aramco refineries—including Riyadh, Jeddah, Jazan, Yanbu, and Ras Tanura—as well as joint venture refineries.
 - Enhanced employee performance, engagement, and professional growth.

- May 2012 – Oct 2012

LIGHTHOUSE MISSION – INDIANAPOLIS, INDIANA, USA

HR Intern

 - Assisted HR operations, including recruitment and training design.
 - Drafted internal communication content and social media posts.
 - Supported organizational development and employee engagement.

EDUCATION

- **Master of Arts (MA), Politics**
University of Birmingham, UK — 2022
- **Bachelor of Science (BS), Human Resource Development**
Indiana State University, USA — 2012