

Sumayyah Faqih.

Marketing Communications

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PROFESSIONAL SUMMARY

My name is Sumayyah, and I strive to embody the noble meanings and profound values carried by this name. I love reading to explore the minds of people, writing to document the present moment, and traveling to read the world and discover the secrets of different cultures. I fully expand my horizons and embrace diverse experiences to live a unique life. I am passionate about art and seek to create beauty and elegance in every detail around me. I possess a critical eye that detects beauty, and a mind that knows how to shape it into a complete work. I always aim to create awe-inspiring moments and refuse repetitive or replicated work. Simplifying concepts, creating unique experiences, spreading knowledge, inspiring humanity, elevating higher values, immortalizing impact, and ensuring the sustainability of meaningful work. This is what I aspire to achieve in my journey.

EDUCATION

Umm AlQura University

Bachelor of Fine Art. Design and Advertising 2014

GPA (3.76/4) Excellent with first class honor.

Professional Certification

CCS – Corporate Communication Strategy / CMI

TOT – Training of Trainers / GATD

DMC – Digital Media Certification / NEOM

PMP – Project Management Professional / PMI

DMS – Digital Marketing Strategy / Harvard

IELTS – IELTS Academic, Overall. 6.5 / NCG

ACP – Associate Certified Adobe / Adobe

Key Achievements

Proud of 14 years of achievements in the fields of marketing, corporate communications and media across local and international markets, serving both government entities and the private sector.

- Played a key role in developing over 40 communication, marketing, and media strategies, and executing more than 100 high-impact communication and marketing campaigns.
- Recipient of the Best Media Appearance Award during the Hajj Season 2022 from the Ministry of Hajj and Umrah.
- Received the Most Viral Content Award for leading the Ministry of Media's Hajj Campaign in 2023.
- Awarded Best Media Presence at the Hajj & Umrah Expo 2023.
- Led and contributed to major national strategies and flagship campaigns, including:
Communication Strategy of Nusuk / Saudi Tourism Authority – Communication strategy of “Bisalam Aminen” / Ministry of Media – MarCom strategy for launch Riyadh Metro / Royal Court – MarCom department Strategy & Brand Strategy – Mashariq Holding Co. – Riyadh Green Communication Strategy /Riyadh Green - MarCom plans for ME campaigns / Huawei.
- Surpassed performance benchmarks by achieving 70 billion global impressions for Nusuk applications in 2023–2024, positioning Nusuk as the #1 regional app in download rankings (2023).

EXPERIENCES

Communication Consultant - Part Time -

Riyadh, Saudi Arabia

Ministry of Media

Feb. 2022- Mar. 2025

- Developed strategic communication plans for international projects, national seasons, and key ministry programs.
- Led communication execution with international agencies and managed external implementation teams.
- Designed narrative frameworks and **content generation plans** for internal and external teams.
- Managed communication operations for the **VPC platform** and oversaw international content workflows.
- Directed **international** and **government communication** efforts during major seasons and events.
- Built and negotiated strategic partnerships with global public, private, and nonprofit entities.
- Established **KPIs** to measure communication effectiveness and provided data-driven improvement recommendations.
- Ensured unified messaging across government entities and high-quality communication outputs.

Marketing Communication Director

Riyadh, Saudi Arabia

Saudi tourism authority

Oct. 2023- Oct. 2024

- Develop and implement comprehensive communication strategies aligned with the organization's overall goals and objectives.
- Collaborate with senior leadership to ensure communication efforts support the company's mission and vision.
- Cultivate and maintain positive relationships with journalists, bloggers, and other media professionals.
- Act as the organization's spokesperson, handling media inquiries and interviews.

- Develop and implement internal communication strategies to ensure consistent messaging across the organization
- Engage with employees to promote a positive and informed workplace culture.
- Develop and implement crisis communication plans to manage and mitigate potential issues.
- Act as a spokesperson during times of crisis, providing timely and accurate information to the media and the public.
- Oversee the creation of compelling and engaging content for various channels, including press releases, articles, social media, and internal communications.
- Ensure content is consistent with the organization's brand and messaging.
- Develop social media strategies to enhance the organization's online presence.
- Monitor social media channels for mentions and trends related to the organization.
- Plan events, press conferences, and other public relations activities.
- Coordinate with various teams to ensure successful event outcomes.

Marketing and Corporate Communication Director

Mashariq Hold Company

Makkah, Saudi Arabia

Apr. 2022- Sep. 2023

- Developing and implementing marketing and communication plans.
- Managing the marketing and communication team: overseeing a team of marketing and communication professionals, including copywriters, graphic designers, web developers, and social media specialists.
- Brand management: responsible for maintaining and enhancing the organization's brand identity.
- Monitoring and responding to online brand mentions.
- Public relations: responsible for managing the organization's relationships with the media, customers, and other stakeholders.
- Market research and analysis: responsible for conducting market research to understand the organization's target audience and competitors.
- Budget management: responsible for managing the marketing and communication budget, ensuring that resources are allocated effectively and efficiently.
- Oversee the execution of digital marketing campaigns, events and promotions, organization's website.

Head of Marketing and Communication

Q Studio Agency

Riyadh, Saudi Arabia

Jan. 2018- Des. 2021

- Co-founded the agency and contributed to building its strategic direction, service model, and client portfolio.
- Developed comprehensive marketing and communication strategies that align with client goals and drive measurable brand impact.
- Designed and executed integrated media and marketing plans, ensuring consistent messaging across all touchpoints.
- Led coordination with external communication channels, including media outlets, partners, and vendors, to ensure seamless project delivery.
- Organized and managed promotional events, from concept to execution, to enhance brand visibility and audience engagement.
- Created and curated compelling content tailored for social media and digital platforms to enhance audience connection and brand storytelling.
- Developed innovative marketing campaigns, including planning, creative direction, and implementation across multiple channels.
- Identified, measured, and analyzed promotion outcomes to evaluate performance and improve the efficiency and effectiveness of marketing activities.
- Oversaw client communication, campaign reporting, and performance insights to support decision-making and ensure client satisfaction.

Marketing Communication Consultant

Wajeez

Amman, Jordan

Des. 2016- Des. 2017

- Develop comprehensive market-entry strategies for the Saudi market, including competitive analysis, consumer insight mapping, regulatory considerations, and positioning frameworks.
- Design and lead integrated marketing and communication strategies that align with business objectives and drive brand growth across traditional and digital platforms.
- Create high-impact sales, advertising, and promotional content tailored to the brand voice and target audience.
- Analyze client ROI goals, performance data, media buying cycles, and target demographics to recommend optimized marketing solutions that deliver measurable outcomes.
- Apply advanced SEO tactics to develop content that ranks highly in search engines, increases visibility, and drives organic traffic.
- Provide consultative guidance to business owners and leadership teams, offering insights on marketing philosophy, customer behavior, and industry best practices.
- Develop instructional and educational guides on online business models, emerging consumer technologies, social media dynamics, and vertical markets.

- Support strategic business goals by driving revenue growth and enhancing customer engagement through modern and traditional marketing approaches.
- Collaborate with internal and external strategists to develop RFPs and present insights and strategic recommendations to senior stakeholders.
- Develop and manage advertising campaigns, from planning and creative direction to execution and performance optimization.
- Identify and build new business opportunities, manage sales territories, and prioritize leads based on market potential.
- Coordinate promotional activities and overarching commercial strategies, ensuring alignment with brand objectives and customer expectations.

Media Supervisor

Makkah, Saudi Arabia

King Abdullah Medical City

Jan. 2016- Nov. 2016

- Collaborated with the communications team to ensure consistent visual identity across all media outlets and institutional channels.
- Created compelling logos, print materials, and branded designs aligned with the medical city's communication standards.
- Developed visual content supporting awareness, educational, and health-related campaigns.
- Ensured quality control for all published designs and media materials to maintain professional and institutional standards.
- Increased public awareness of health guidelines by producing clear and engaging social media content.
- Monitored social media performance and optimized content according to audience needs and healthcare communication trends.

Creative Director

Makkah, Saudi Arabia

Ministry of Islamic Affairs

Sep. 2014 - Des. 2015

- Managed the full creative process from concept development to final execution, ensuring excellence and innovation in all deliverables.
- Translated marketing and communication objectives into clear creative strategies and impactful visual outputs.
- Worked closely with cross-functional project teams to align messages, ensure consistency, and drive campaign success.
- Led and supervised the creative team, providing direction, feedback, and support to achieve high-quality production.
- Ensured strong visual communication and consistency across all platforms, materials, and official publications.
- Oversaw client pitches, proposals, and creative presentations, delivering strategic concepts to internal stakeholders.
- Managed project profitability, deliverables, timelines, and budgets to ensure efficient and successful execution.
- Met with senior management to present campaign strategies, creative solutions, and project rationales.
- Reviewed creative work, resolved issues, and provided constructive feedback to enhance output quality and team performance.

Co-Founder

Makkah, Saudi Arabia

Inspiration Academy

Jan. 2011 - Des. 2013

- Co-founded the agency and contributed to building its strategic direction, service model.
- Developed the strategic vision and long-term plans for the academy, covering curriculum, operations, partnerships, and market positioning.
- Designed and supervised the creation of training curricula, artistic educational programs aligned with standards.
- Built and managed strategic partnerships with government entities, cultural institutions, and private-sector organizations.
- Oversaw operational management, including staff coordination, program scheduling, resource allocation, and overall performance.
- Led financial planning and budgeting, ensuring efficiency, sustainability, and revenue growth.
- Directed marketing and communication activities to enhance the academy's brand presence and visibility.
- Ensured the highest standards of program quality, student experience, and instructor performance.

LANGUAGES

English (Advanced); **Arabic** (native)

TECHNICAL SKILLS

Marketing Communication Strategy | Social Media management | Crisis management | Production management | partnership management | Stakeholder management | SEO management | marketing Content Creation | Campaign Management | Brand Management | Adobe Creative | MS Office

Interpersonal SKILLS

Design Thinking | Strategic Planning Creatively | Solvin Problems | Am training | Management and Leadership
Strong Communication | Adaptability and Learning | Critical Thinking | Research Skills.