

Mohammed Abdullah Alyahya

Communication Director

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18, DEC,1989

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PROFESSIONAL EXPERIENCE

Communication Director

Zain **2024–Present**

- Partnered with Strategy, MarCom, and Marketing teams to define Customer and Sales Personas, forming the foundation for targeted communication and content strategies.
- Established and governed the Brand Tone of Voice (TOV) across all internal and external communication channels.
- Led the development and execution of integrated, multi-channel communication strategies for campaigns, offers, and product launches.
- Directed integrated marketing campaigns and product launch communications, ensuring alignment between brand, messaging, and customer experience.
- Contributed to product development by embedding customer-centric communication and experience principles.
- Led the redesign and strategic content development of the internal Knowledge Base, optimizing it for internal communication and sales enablement.
- Defined and executed the content strategy for high-profile internal and external events, including executive speeches, key messaging, and presentation narratives.
- Planned and delivered internal and external brand events, ensuring consistent brand representation and impact.

Customer Journey Manager

National E-learning Center **2022–2024**

- Collaborate with Strategy division to establish and operationalize the Voice of Customer (VOC) program.
- Build and embed Experience Design capabilities across the organization.
- Govern digital experience enhancements in partnership with digital teams.
- Establish and lead the Design Lab.
- Work closely with Marketing to enhance brand positioning and campaign effectiveness.
- Develop and implement Brand Guidelines.
- Plan and execute internal and external events.

Team Leader Customer Experience

Saudi Tadawul Group **2021–2022**

- Partner with Marketing and Strategy teams to enhance digital customer experience across Tadawul Group and subsidiaries.
- Lead Customer Research and Experience Design functions.
- Govern quality teams to ensure customer journeys are accurately reflected in process maps.
- Drive consistency and alignment across customer touchpoints.

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PROFESSIONAL EXPERIENCE

Senior Manager Customer Experience

BSF **2020–2021**

- Establish and manage the VOC program in collaboration with Strategy.
- Build and mature Experience Design capabilities across the organization.
- Govern digital experience initiatives with cross-functional teams.
- Lead the creation of a Design Lab.
- Partner with Marketing to strengthen brand presence and campaign performance.
- Organize and manage internal and external engagement events.

Service design manager, Customer Experience

Riyad Bank **2018–2020**

- Leverage customer insights to design and innovate customer-centric solutions.
- Lead the design of new value propositions and enhancements to existing products and services.
- Develop and manage end-to-end Customer Journeys.
- Build an innovation framework and establish a Customer Experience Center (Lab).
- Introduce and manage campaign testing initiatives.
- Contribute to the Riyadh Bank brand refresh program.
- Design and manage internal and external events.

Transformation coach, Transformation Office

Riyad Bank **2017–2018**

- Contribute to the design of Riyadh Bank's 5-year strategy for Marketing, Retail, and Customer Experience.
- Support organizational setup including structure, KPIs, branding, products, and segmentation.
- Drive transformation initiatives aligned with strategic objectives.

Operation processing specialist

Riyad Bank **2015–2017**

- Manage FX and Money Market operations teams.
- Ensure settlements are completed within agreed SLAs.
- Maintain operational efficiency and compliance.

PROGRAMMERS SKILLS

- Adobe xd
- Adobe illustrator
- Figma
- Miro
- Canva
- Google analytics
- Social media marketing X adds
- Google adds
- Survey management tool

MIND SKILLS

- Design
- Innovation
- Strategical
- Communications
- Customer oriented
- Campaigns
- Marketing
- Event management
- content development

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KEY ACHIEVEMENTS

- Led enterprise-wide Customer Experience and Communication transformation initiatives, aligning CX strategy with business and brand objectives.
- Designed and implemented customer persona-driven journey frameworks, improving consistency across digital and physical touchpoints.
- Established and scaled Voice of Customer (VOC) programs across multiple organizations to inform strategy, product, and communication decisions.
- Developed and embedded Tone of Voice (TOV) frameworks to ensure unified brand communication across all customer-facing channels.
- Partnered with executive stakeholders to shape corporate strategy, brand refresh, and major transformation programs.
- Delivered measurable improvements in customer journey efficiency, including reduction of Turnaround Time (TAT) for key products and services.
- Led experience design for digital platforms and mobile applications, driving customer adoption and engagement.
- Built and launched Design Labs and Innovation Frameworks, enabling human-centered design and experimentation at scale.
- Directed cross-functional teams to deliver large-scale events, expos, and brand activations (e.g., LEAP, Zain Expo) with strong brand presence.
- Governed and redesigned knowledge management platforms to enhance employee enablement and customer experience consistency.

EDUCATION

Bachelor of Applied Science / Management (B.S.)
Montana state university Billings.

2011 – 2015

REFERENCE

Available upon request