

Moath Alsunaid

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[in](#) [Moath Alsunaid](#)

SUMMARY

Communications and digital media leader with 10+ years of experience in strategic communications, public relations, and digital marketing. I specialize in developing integrated media strategies, leading cross-functional teams, and strengthening brand reputation through data-driven storytelling and stakeholder engagement.

My first professional role after completing my master's degree was at Almarai, where I progressed through key corporate communications positions and later served as Social Media Relations Manager, leveraging analytics and social listening tools to enhance brand sentiment and digital engagement.

Currently, I serve as Digital Media Section Manager at the General Authority for Military Industries (GAMI), overseeing content strategy, paid media, and digital campaigns across local and international platforms. I also served as Acting Communication Director, leading high-level communication planning and execution.

I hold a Master's in Communications and Media Management, a Bachelor's in Marketing Communications, and a Digital Marketing Nanodegree (Udacity), where I was selected as a Session Leader. My experience includes representing organizations at global events such as the Paris Air Show, DSEI London, and the World Defense Show.

EDUCATION

- March 2014 - August 2015 • Master of Arts (M.A.), Media Management
[Marywood University](#)
- 2019 - 2019 • Nanodegree , Digital Marketing
[Udacity](#)
- 2012 - 2013 • Intensive English program , English
[Colorado State University](#)
- 2008 - 2011 • Bachelor's degree, Marketing communication and advertising
[Imam Muhammad ibn Saud Islamic University](#)

EXPERIENCES

- November 2022 - Present • Digital Media Section Manager
[General Authority for Military industries \(GAMI \)](#)
 - Acting Communication Director (Oct-Dec 2023)
 - Managing the digital media team and overseeing the implementation of company digital marketing campaigns
 - Creating and implementing plans for content creation on various platforms, including blogs, websites, mobile apps, and social media channels
 - Managing the team of designers, developers, and other staff who work on digital projects
 - Managing external vendors who create content such as videos and photos for the website
 - Overseeing online advertising campaigns to increase brand awareness and drive sales
 - Coordinating with other departments to ensure that digital marketing efforts are integrated into overall marketing strategies
 - Monitoring social media trends to identify opportunities for engagement with potential customers
 - Developing and implementing a content strategy to increase brand awareness and engagement with customers online
 - Create and implement a communications plan with strategies to reach the audience locally and internationally.

- August 2024
June 2025

 - Marketing and Sales Consultant
MonshaatSA, Riyadh, Saudi Arabia

 - Providing online consulting in marketing and sales for entrepreneurs and small and medium-sized business owners.

- September 2022
October 2022

 - Marketing and Communication Section Manager
riyadhart, Riyadh, Saudi Arabia

 - Developed and implemented communication strategies that enhanced brand awareness and customer loyalty.
 - Created engaging press releases, newsletters, and marketing materials to support product launches and promotions.
 - Analyzed digital marketing and social media strategies, providing actionable recommendations for improvement.

- January 2021
September 2022

 - Marketing and Communication Section Manager
The Royal Commission for Riyadh City, Riyadh, Saudi Arabia

 - Created informative and interesting press releases, press kits, newsletters, and related marketing materials.
 - Developed and implemented effective communication strategies that built customer loyalty programs, brand awareness, and customer satisfaction.
 - Prepared detailed media activity reports.
 - Planned and managed the design, content, and production of all marketing materials.
 - Worked with different marketing departments to generate new ideas and strategies.
 - Supervised projects to guarantee all content was publication-ready.
 - Created communication and marketing strategies for new products, launches, events, and promotions.
 - Responded to communication-related issues in a timely manner.
 - Analyzed the company's digital marketing plan and social media strategy, identifying strategic weaknesses and making recommendations for improvements.

- January 2020
January 2021

 - Digital Media and Communication Manager
Diplomatic Quarter General Authority, Riyadh, Saudi Arabia

 - Planned and executed comprehensive digital marketing strategies, including SEO/SEM and social media campaigns.
 - Designed and maintained a robust social media presence, enhancing brand visibility.
 - Measured and reported on campaign performance, optimizing spend based on insights.
 - Collaborated with internal teams to improve user experience and conversion rates.

- August 2019
December 2020

 - Session leader - Digital Marketing
Udacity, Riyadh, Saudi Arabia

 - Guided a cohort of up to 30 students through an intensive digital marketing program, ensuring timely graduation.
 - Planned and executed weekly sessions while maintaining regular online communication to support student progress.
 - Developed role-based group exercises to prepare students for careers in the Nanodegree discipline.
 - Fostered a strong community among students through engaging activities and events.

- January 2017
January 2020

 - Social Media Relations Manager
Almarai, Riyadh

 - Collaborated with the marketing team to create impactful social media campaigns aligned with corporate goals.
 - Developed monthly reports on emerging social media trends for management review.
 - Monitored and engaged with users on the company's social media accounts, enhancing customer interaction.
 - Conducted research on audience preferences to inform strategic adjustments in the digital marketing plan.

January 2016
January 2017

• Communication Supervisor

Almarai, Riyadh

- Developed and implemented effective corporate communication strategies to enhance brand visibility.
- Managed internal communications, including memos and newsletters, to keep employees informed.
- Drafted press releases and content for mass media and the company website, ensuring clear messaging.
- Organized events and press conferences, fostering relationships with media and key stakeholders.

October 2015
January 2016

• Marketing Specialist

BoardMaps, Riyadh, Saudi Arabia

- Conducted comprehensive market research to understand consumer requirements, habits, and trends.
- Developed innovative marketing campaign ideas to enhance brand visibility and engagement.
- Collaborated with external vendors to successfully execute promotional events and campaigns.
- Assisted in analyzing marketing data to inform future strategies and optimize performance.

January 2010
January 2012

• Public Relations Specialist

Alomary office furniture company, Riyadh, Saudi Arabia

- Developed and nurtured relationships with new and existing media contacts to enhance brand visibility.
- Managed media inquiries promptly and professionally, ensuring cohesive communication aligned with brand image.
- Tracked and analyzed media coverage to inform strategic planning for future campaigns.

CERTIFICATES

- Leading Teams - Massachusetts Institute of Technology
- Team dynamics: performance Mastery - National University of Singapore
- Media planning - ESCP Business School
- Media professional - General Authority of Media Regulation (Gmedia)
- Strategic Media Planning - GLOMACS Training & Consultancy
- Certificate of Appreciation - Almarai

PUBLICATIONS

- Location Based Services

SKILLS

- Effective communication with others
- Ability to work within a team
- Ability to handle responsibility and work pressure
- Commitment to continuous development
- Proficient in computer use
- Ability to supervise and monitor

LANGUAGES

Arabic

English