

MOHAMMED ALRUSHOODI

Strategic Communication | Marketing | Advertising | Internal Communication

@ rushodi@hotmail.com | Riyadh, Saudi Arabia | Dec 17, 1990 | Saudi

SUMMARY

Expert in strategic communication, marketing, media, and crisis management with extensive experience shaping narratives for complex organizations across private and government sectors. Skilled in executive advisory, integrated communications, and reputation management. Fluent in Arabic and English.

EXPERIENCE



Public Relations Director

Weber Shandwick

07/2023 - Present | Riyadh, Saudi Arabia

A global PR & communications firm headquartered in New York City.

- Lead communication strategies for private and government clients such as New Murabba, Diriyah Gate, SDB, IBM, Cisco, Netflix, and PepsiCo.
- Advise senior executives and boards, preparing thought leadership, speeches, talking points, newsletter, interviews, op-eds, reports, and media training.
- Manage crisis communications via issue escalation, scenario planning, statements preparing, press releases, and social media posts, to protect brand's reputations.
- Handle Arabic and English content and communications for various clients.
- Drive performance measurement and post-coverage analysis to optimize strategies.



Communications Director

Ogilvy

08/2022 - 07/2023 | Riyadh, Saudi Arabia

A global creative network known for communication consulting.

- Developed and executed integrated, strategic communications campaigns for high-profile, government clients like World Defense Show, Green Riyadh, Ministry of Culture, Othiam Market, and Event Investment Fund.
- Conducted media relations, training, and interviews, for executives, ensuring risk-aware public engagement.
- Led social media monitoring, issues management, reports, analysis, and strategic message adaptation in real time.
- Drafted all core content in Arabic and English, including press releases, statements, thought leadership, and other executive materials.



Senior PR Manager

Jazeera Paints

04/2021 - 08/2022 | Riyadh, Saudi Arabia

A pioneering construction solutions manufacturer in MENA.

- Built the communication function from scratch: team building, processes, strategy, plan, and governance aligning with brand's overall strategy.
- Acted as company spokesperson during events and media engagements.
- Directed content creation, maintaining control over all company's content, profile, tone, messaging, and reputational risk in EN and AR.
- Managed sponsorships, exhibitions, and partnerships through careful evaluation and strategic communications lens.



Public Relations Manager

Hekmah Organization

2018 - 04/2021 | Arlington, United States

A leading publishing house for rigorous Arabic intellectual content.

- The company ambassador for media interviews, hosting podcast, and conducting partnerships with government and global institutions, including projects such as Tarjim Initiative with the Saudi Ministry of Culture and Stanford Encyclopedia of Philosophy with Stanford University.
- Oversaw public events and exhibitions organizing with teams, to align with organizational positioning.
- Directed and oversaw all content types and publications.
- Oversaw SEO and digital strategies to enhance visibility and engagement.

LANGUAGES

Arabic

Native



English

Proficient



EDUCATION



M.A. in Politics

George Washington University

08/2018 - 03/2020

GPA

3.72 / 4.0



B.A. in Politics and Philosophy

Portland State University

04/2011 - 05/2016

GPA

3.67 / 4.0

SKILLS

Technical

Strategizing

Crisis Management

Leadership

Planning

Media Training

Media Monitoring

Content Development

Reporting and Reassessment

ACHIEVEMENTS



The Most Influential PR Professionals

In 2025, I received this award from Symbol Awards for leading strategic communication and issues management high-profile clients and giga-projects.



Stanford Encyclopedia of Philosophy

I was able to conduct a long-term partnership with Stanford University to translate their giant encyclopedia of philosophy into AR. The project continues to this day.



Scholarship, Leadership, and Service

I received this certificate from The National Society of Collegiate Scholars because of my demonstrated commitment to leadership and service.

EXPERIENCE



Sr. PR Specialist

Heights

📅 07/2016 - 07/2018 📍 Riyadh, Saudi Arabia

A leading Saudi event management and construction solutions.

- Drafted strategic communications for press, clients, and stakeholders in sensitive contexts.
- Organizing events and receiving delegations from various government and private sectors for tours and panel discussions.
- Managed direct marketing communication with clients during critical negotiations.
- Flagged reputational risks early and adjusted messaging proactively.



Research Assistant

Portland State University

📅 09/2013 - 12/2014 📍 Portland, United States

- Researched, wrote, and edited Prof. Lindsay Benstead's papers on Middle Eastern economics, culture, and politics for publication.
- Fact-checked sources and integrated analyses for policy papers in Arabic and English.



Public Relations Specialist

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📅 08/2008 - 03/2011 📍 Riyadh, Saudi Arabia

A leading Saudi Internet Service Providers (ISP) and Internet & Information Communication Technology (ICT) solutions.

- Crafted AR and EN messaging for tech accounts, translating complex concepts into clear narratives.
- Supported media relations, events, and communication during sensitive campaigns.

TRAINING

Blueprint Leadership

A comprehensive, intentional course, provided by MCN for 8 months, to coach on defining a leader's unique approach, integrating values and vision with strategic goals leading to effective actions.

Presentation for Royalty

Ogilvy's 3-day workshop focused on mastering the art of creating visually compelling presentations. It covered design principles, storytelling, and techniques to deliver clear slides that capture attention.