

# AbdulRahman Al Humaidani

## Public Relations Communications Manager



Saudi Arabia



0501112406



Abdulrahman.b.almotairi@gmail.com

Public relations and communications specialist adept at media relations, special events coordination, issues management and community relations.



## Work History

2022-04 – 2023-04

### Public Relations Communications Manager

*Al-Thuqbah FC, Al Khobar, Eastern, Saudi Arabia*

- 1- Pitched content strategies and managed asset acquisition.
  - 2- Proved successful working within tight deadlines and fast-paced atmosphere.
  - 3- Prepared variety of different written communications, reports and documents.
  - 4- Improved operations through consistent hard work and dedication.
- Maintained excellent attendance record, consistently arriving to work on time.
- 5- Drove operational improvements which resulted in savings and improved profit margins.

2021-08 - 2021-11

### Public Relations Communications Manager

*Al-Hazem FC, Al Qasim, Saudi Arabia*

- 1- Researched, negotiated, implemented and tracked advertising and public relations activities.
- 2- Collaborated with media to encourage company and product coverage and promote brand mission and values.
- 3- Conducted market and public opinion research related to company's reputation and positioning among key stakeholder audiences.
- 4- Consulted with advertising agencies to arrange promotional campaigns in various types of media.

2016-01 - 2016-12

### News Editor

*Alwatansa , Riyadh, Saudi Arabia*

- 1- Reported to editor-in-chief about news articles for print, daily staff happenings and creation of company newsletter.
- 2- Determined readiness of written pieces, made changes and approved final versions for publication.
- 3- Monitored breaking news for information on incidents, events and topics of interest to quickly assign coverage to staff.
- 4- Supported publication by helping develop layouts and collaborating with production teams.



## Education

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### **Bachelor's: Public Relations**

*Al-Imam Muhammad Ibn Saud Islamic University - Riyadh*

Grade : 4.31 From 5



## Skills

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- Strategic management
- Media relations
- Communication planning
- Teamwork and Collaboration
- Analytical and Critical Thinking



## Certifications

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- Pioneering media industry. from Prince Ahmad bin Salman Applied Media Academy
- Corporate Communication Skills Course from Prince Ahmad bin Salman Applied Media Academy
- Effective administrative leadership from University of Hafir AlBatin
- Graphic Designer from Dorooob
- Journalist from Saudi Sports Media Federation
- Making the marketing plan from Prince Ahmad bin Salman Applied Media Academy
- Media content industry from Saudi Journalists Association
- News editor from General Commission for Audiovisual Media -GCAM
- Saudi media and the oil economy. from Saudi Journalists Association
- Building the basics of institutional communication. from Prince Ahmad bin Salman Applied Media Academy
- Planning crowds at events. from Prince Ahmad bin Salman Applied Media Academy
- Planning events and conferences. from Prince Ahmad bin Salman Applied Media Academy
- Public relations, ceremonies and protocols from Prince Ahmad bin Salman Applied Media Academy