

MAJID AL-SWAIDAN

PROFESSIONAL SUMMARY

Strategic communication leader with over 16 years of experience, recognized for leading impactful campaigns, shaping public perception, and managing cross-functional teams. Brings deep expertise in reputation management, media relations, and crisis communication. Specialized in building corporate identity and aligning communication efforts with organizational goals. Adept at designing and executing communication initiatives that enhance visibility, build trust, and drive sustained engagement across diverse audiences.

WORK HISTORY

**Director of Corporate Communication, 04/2025 to Current
National Labor Observatory (HRDF) - Riyadh, Riyadh Region**

- Spearheaded strategic communication for national labor market reports and data publications.

Launched and executed digital campaigns for key publications, including National Occupational Outlook 2025–2034.

Strengthened media relations and executive messaging, enhancing institutional visibility and credibility.

Led internal communication programs to align teams with organizational objectives.

Coordinated and oversaw institutional events, exhibitions, and stakeholder engagements.

Developed and enforced communication policies, workflows, and operational procedures.

Drove integrated communication strategies across traditional and digital platforms.

Collaborated with government stakeholders to ensure consistent messaging and impactful data storytelling.

Managed and refined branding, visual identity, and external communication aligned with national priorities.

Media and Branding Director, 05/2024 to 04/2025

National Program For Community Development In Regions - Riyadh

- Overseeing the preparation and implementation of strategic communication plans

CONTACT

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WEBSITES, PORTFOLIOS, PROFILES

- <https://www.linkedin.com/in/majid-al-swaidan-5a522755>
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SKILLS

- Communication planning
 - Management of marketing and communication campaigns
 - Public relations
 - Project management
 - Reputation building
 - Crisis communication management
 - Team management
 - Building corporate identities
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- Supervising the execution of digital and traditional media operational plans
- Activating media monitoring and crisis management mechanisms
- Overseeing content for all internal and external communication channels
- Executing all visual materials related to campaigns in line with corporate identity
- Communicating with media outlets regarding news publication and third-party channels

Director of public relations, 06/2020 to 05/2024

Local Content and Government Procurement Authority - Riyadh

- I worked on planning and implementing the communication plan for the Local Content Forum and participated in its operation.
- I was tasked with establishing the call center for serving the beneficiaries of the authority.
- I also worked on planning and implementing the communication plan for the Local Content Award for two consecutive editions
- I worked on creating and building management policies and procedures.

Marketing Director, 05/2019 to 06/2020

Communications and Information Technology Commission

- I supervised and executed the launch of the communication campaign for the rights of postal service beneficiaries.
- I oversaw the launch of the visual identity of the authority, encompassing the new communication strategy.

Head of Corporate Communications & Marketing Department, 05/2018 to 04/2019

King Faisal Specialist Hospital & Research Centre (Wareef Charity)

I supervised and executed the communication campaign to launch the Development and Endowment Fund, the first endowment fund in the Kingdom, and successfully raised 50 million Saudi Riyals during the campaign.

Head of Public Relations section, 08/2016 to 05/2018

King Khalid Foundation

Acting Corporate Communications Manager, 11/2017 to 02/2018

King Khalid Foundation

Senior Marketing Officer, 10/2009 to 01/2016

General Administration of Marketing and Media - Human Resources Development Fund - Riyadh

EDUCATION

Bachelor of Marketing, Marketing, 01/2009

King Saud University - Riyadh, Saudi Arabia

CERTIFICATIONS

- Preparing tactical and strategic marketing plans (Riyadh)
 - Professional Project Management (pmp), (Riyadh)
 - Preparation and qualification of a social responsibility program specialist (6 weeks training program)
 - Production of Media Material (Riyadh)
 - Implementing and Managing Events
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LANGUAGES

Arabic

Native

English

Upper intermediate
