

Talal Al-Moflh

Media and strategic communication consultant with over 18 years of experience in media, public relations, team leadership, and institutional image development

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KEY EXPERTISE

Leading multi-disciplinary media teams and overseeing major national and international events

Developing and implementing strategic communication and marketing plans

Producing digital and traditional media content using advanced tools

PROFESSIONAL EXPERIENCE

- Saudi Press Agency | Management of Specialized Departments (06/2021 - Present)
- Media1 Company | CEO (2020 - Present)
- Leading the company in delivering media, PR, and strategic communication services
- Overseeing national and international media campaigns and performance evaluation
- Managing multiple cultural and media projects achieving strategic objectives
- Royal Diwan | Media Officer & Official Editor (2015 - 2023)
- Managing official media content for royal entities
- Coordinating with local and international news agencies
- Monitoring media coverage of official events and royal visits
- Writing and editing official news and media reports
- Saudi Press Agency (SPA) | Editor & Media Officer (2007 - 2023)
- Editing and publishing official news according to media quality standards
- Supervising media teams during major exhibitions and events
- Developing digital and traditional media content using innovative tools
- Preparing analytical reports to evaluate media performance

EDUCATION

Master's in Media, Advertising & Marketing Communication
Imam Muhammad bin Saud University

Bachelor's in Arabic Language
Taibah University

Advanced Diplomas in Guidance & Counseling, Special Education, Digital Media
Guidance & Counseling, Special Education, Digital Media

Diploma in Diplomatic & Political Relations
Ain Shams University & Economic Unity Council

EDUCATION

PhD

Researcher in Media

PROFESSIONAL TRAINING & CERTIFICATIONS

- Media Content Creation with AI – GCC Council
- Certificate of Attendance – Union of OIC News Agencies (UNA)
- Dual Performance Course – Diplomatic Institute, Ministry of Foreign Affairs
- HR Fundamentals – Riada National Institute
- Advanced Courses: Public Administration, Project Management, AI, ICDL, Advanced Media
- Impact of Media on Human Rights Issues

MEDIA LEADERSHIP & OVERSIGHT

Chief Supervisor of SPA media team at Riyadh International Book Fair 2025

Supervisor of the media team for King Abdulaziz Camel Festival 2025

Nour Riyadh, Saudi Media Forum, Gulf Theater Festival

FIFA World Cup Qatar 2022, FIFA World Cup 2034

Saudi Science Exhibition, "Numismatic Stories" Exhibition, Interactive Museum "Our Saudi Story

Opening of Al-Masmak Palace Museum, Diriyah Arts Center for the Future

Participation in the Saudi-Chinese Cultural Year "Sound of Harmony" – Museums Authority

Personal escort for the Crown Prince of Luxembourg, H.R.H. Prince Guillaume Jean Joseph Marie – Duchy of Luxembourg, Messengers of Peace.

NATIONAL & HIGH-LEVEL COMMITTEES

Member of High Committees for Ramadan Seasons, Founding Day, Countering Anti-Saudi Media

Representative of the Ministry of Media In "Following in Philby's Footsteps" Initiative

Represented SPA in Human Rights Authority and International events (UNESCO, World Arabic Language Day, International forums)

Participated in preparing major national media campaigns

SKILLS

Leading media teams and organizing large-scale events

Developing media strategies and institutional branding

Producing digital and traditional media content

Strategic communication and public relations

Media analysis and reporting

LANGUAGES

English
Very Good (Speaking & Writing)

Arabic
Native

VOLUNTEERING & INTERESTS

Advisory member at the Arab-European Center for Human Rights and International Law

Poet and opinion writer

Founder of a literary and cultural social salon

Interested in national issues and enhancing Saudi Arabia's international image

CONFERENCES & COURSES

UNESCO – World Arabic Language Day, Paris
UNESCO

International Forum for Education and Cultural Initiatives
International Forum

2022 / FIFA World Cup Qatar 2022 Media Coverage
FIFA World Cup

Participation in global conferences to enhance the Kingdom's media and cultural image.
Participation in global conferences