

# Khaled Alzubairi

PR consultant and copywriter



## Personal Profile:

PR consultant and copywriter with over a decade of experience shaping media strategies and storytelling for leading organizations. Skilled in brand journalism, internal communication, media relation and executive communications, with a proven record of developing cohesive brand narratives and strategic messaging across diverse communication channels. Holds a Master's in New Media, fluent in Arabic, and proficient in English.

## Personal Information:

- **Nationality:** Yemeni
- **Date of Birth:** 1991, Jeddah
- **Marital Status:** Married
- **Address:** Riyadh, Irqah

## Contact Information:

- **Phone:** +966 568181205
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- **LinkedIn & Instagram:** @khalzubairi

## Professional Experience:

**Eighties Creative PR Consultant**  
*September 2023 - Present*

- Driving strategic communication initiatives for KFSHRC to strengthen the organization's narrative, visibility, and media influence.
- Leading and coordinating daily communication operations at King Faisal Specialist Hospital & Research Centre (KFSHRC) as an embedded consultant.
- Serving as the primary advisor to the Head of Communication Affairs on institutional messaging and media strategy.
- Leading cross-functional execution of strategic communication initiatives, brand journalism, and crisis communication across Arabic and English media.
- Developing executive speeches, thought-leadership content, and media engagement strategies that reinforce KFSHRC's leadership in specialized healthcare.
- Enhancing the hospital's international visibility and reputation through narrative-driven communication and bilingual storytelling.
- Coordinating content production and channel management across internal and external communication teams to ensure message alignment and timely delivery.
- Building and maintaining proactive relationships with key media outlets to shape coverage and strengthen institutional reputation.
  
- Analyzing media performance and advising leadership on communication effectiveness and narrative consistency.
- Establish editorial guidelines and governance for the Internal Weekly and International Monthly Newsletters.

**Elaqat Company Account Manager**  
*November 2022 - August 2023*

- Managed client accounts and ensured the successful delivery of PR campaigns.
- Developed and maintained strong client relationships.
- Coordinated between various departments to achieve client objectives.
- Develop and implement comprehensive communication plans for multiple clients.
- Managed a team to ensure high performance and successful project execution.
- Wrote and managed brand journalism initiatives to enhance client storytelling.
- Developed ready-to-go crisis communication content for immediate deployment.
- Contribute to the development of communication plans for the launches of national strategies.
- Created a comprehensive Spokesperson Guide for EXPRO.
- Coordinated and managed media appearance training sessions for CEOs.
- Support multiple clients such as KFSHRC, Saudi Falcons Club, Saudi Tourism Authority, EXPRO, Ministry of Culture and Ministry of Tourism.

**Freelance Public Relations Specialist**  
*2017 - 2022*

Roles: Brand Journalist, Campaign Planner, PR Strategist, Personal Coach.

**Key Achievements:**

Developed Social media strategies for CEO and senior leader in Mobily and KFSHRC.  
Provide monthly communication performance reports for:

- UAE Ministry of Foreign Affairs.
- Dubai Customs.
- Abu Dhabi Department of Education and Knowledge.
- Abu Dhabi Department of Municipalities and Transport.

**Elaqah Media**  
*PR Specialist*  
*2014 - 2016*

*Key Responsibilities:*

- Developed and executed PR campaigns plan for clients.
- Created proposals for client projects.
- Maintained strong media relations.
- Produced high-quality press materials.
- Studied the mental image of the Saher system and its impact on Dallah Al-Baraka Group and its Chairman, Saleh Kamel (Research Assistant).
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**Broadcast Media Producer**

Diwan Channel, MBC FM - Panorama FM, Nida Alisalm Radio  
2013 - 2015

## Key Responsibilities:

- Developed TV & Radio content.
- Managed production schedules.
- Produced and coordinated interviews.
- Ensured quality broadcasts and managed on-air schedules.

**Al Nobala Training Center:**

*PR Specialist*  
2012 - 2013

## Key Responsibilities:

- Wrote and published content for Facebook and Twitter.
- Composed press releases.
- Maintained media relations and produced press materials.
- Photographed training events.
- Managed external suppliers for communication-related tasks.

**Education and Training:****Kadir Has University:**

Master's Degree in New Media - 2017 - 2021

**King Abdulaziz University:**

Bachelor of Art in Public Relations - 2015

**Al Jazeera Media Institute:**

- TV journalism Diploma 2015
- Video Journalism 2015
- Press Release 2014

**McKinsey's Forward learning program, 2024:**

- Adaptability and Resilience.
- Problem Solving.
- Your Communicating for Impact.
- Relationships & Well-Being.

**Mustashar Accelerator Program, 2024:**

Trained in core management consulting skills: problem-solving, communication, and stakeholder management by top consultants from leading national and international firms in KSA.

## Personal Training with Mr. Yasser Baamer:

- Writing for Public Relations 2015
- Planning for PR campaign 2016
- Crisis Management 2019

## Courses:

- Medical Journalism 2024 - Al Jazeera E-Learning
- Planning for Press Interviews 2023 - Al Jazeera E-Learning
- Video Marketing Strategy 2023 - Domestika
- Copywriting for Social Media 2022 - Domestika
- Fundamentals of Memorable Brand Naming 2022 - Domestika
- Personal Branding Strategy for Social Media 2022 - Domestika
- TV News Program Production 2020 - Al Jazeera E-Learning
- Instagram Accounts Management -2019 - Al Jazeera E-Learning
- Content Writing for Twitter -2019 - Al Jazeera E-Learning

## Language Skills:

Arabic: Native | English: Full Professional Proficiency | Turkish: B1

## Skills Based on My Previous Expertise:

- Communication Strategy Development
- Media Relations
- Crisis Communication
- Brand Journalism
- Content Creation
- Building Mental Image Studies
- Problem Solving
- Strategic PR Advisory
- Client and Project Management
- PR Campaign Planning
- Research and Analysis
- Media Monitoring
- Team Leadership
- Critical Thinking

## Professional References:

**Ali Almarani**, CEO, Elaqt PR Company  
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Communication Consultant  
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**Mujahd Alameery**  
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KFSHRC  
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