



Mohammed Al Hassan

Director - Public relations and Media

PROFILE

Mohammed is an accomplished strategic public relations and media professional with over 18 years of experience in the corporate and governmental sectors in Saudi Arabia and the wider region. He has successfully managed PR and communications teams on complex projects, demonstrating not only strong communication skills but also exceptional leadership and problem-solving abilities, including projects such as NEOM, Red Sea Project, and SABIC.

Mohammed excels in developing trusted relationships with global media partners and key stakeholders, collaborating with cross-border media partnership teams worldwide. His expertise has enabled him to establish and lead international communications teams for various projects, ultimately promoting the recognition of significant Saudi campaigns and initiatives on the global stage.

Whether overseeing local or international teams, Mohammed's effective leadership has earned the trust and support of colleagues, senior executives, and decision-makers.

CONTACT

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EDUCATION

Damascus University – 2001 - 2005

Bachelor's degree, Media, and PR

Cairo University - 2021

Master's degree in Online PR, Cairo university

Cairo University – 2024

Master's degree in PR, Cairo university

WORK EXPERIENCE

ACWA Power – Acting Executive Director/ External Communications

September 2024 – Current

- Spearhead the development and execution of integrated public relations and media strategies to strengthen ACWA Power's visibility and reputation across domestic and international markets.
- Lead the creation and guardianship of the company's master narrative, ensuring unified, consistent messaging across all communication channels including media relations, digital platforms, and social media.
- Partner with executive leadership and business units to align communications with corporate strategy, investment priorities, and stakeholder expectations.
- Oversee high-profile media engagements, thought-leadership content, and crisis communications, safeguarding the company's reputation and credibility.

ACWA Power – Head of Media

July 2023 – September 2024

- Develop and implement comprehensive public relations and media strategies to enhance brand visibility and reputation of ACWA Power.
- Lead the creation of the company's master narrative, ensuring consistency in messaging across all communication channels including social media.
- Collaborate with internal teams to develop media materials and content that align with the company's vision and goals.
- Monitor media coverage and public perception of the company to proactively address any issues or crises that may arise.
- Establish and maintain relationships with key media contacts and influencers to secure positive coverage and partnerships.
- Review and analyze media content to assess the effectiveness of communication strategies and make necessary adjustments.
- Stay informed about industry trends and competitor activities to identify opportunities for improvement and innovation.

H+K –Media and Public relations Advisor (Head of Media – Saudi Office)

July 2021 – July 2023

- Developed and implemented effective PR and media strategies to promote the client's messages and enhance its public presence.
- Managed the analysis of media plans to ensure alignment with the company's Key Performance Indicators (KPIs).
- **Royal Commission for Riyadh City.**
 - Providing PR and media strategies for (Royal Commission for Riyadh City) alongside recommendations and insights to convey the company's messages and make them known to the public.
 - Led the process of writing content, messages and creating/ reviewing a media identity in (RCRC).
 - Managed the analysis of media plans basis to ensure plans are in line with the KPIs of the commission.

Edelman - Account Director

October 2020 – June 2021

- Developed PR and media strategies, providing recommendations and insights to effectively communicate the company's messages to the public.
- Led the creation of media plans for The Line launch in NEOM, including writing content, messages, and reviewing the media identity.

The Red Sea Development Company - Media and Content Manager

October 2017 – October 2020

- Enhanced the Red Sea Project's brand to enhance media relationships.
- Established the company's newsroom within the Marcomms department.
- Successfully developed and implemented strategic plans, established administrative budgets, and crafted messaging from concept to completion.

- Oversaw the analysis of media plans to ensure alignment with company KPIs, including target demographics, media strategy guidelines, and comparative media metrics, while managing media investments by title.

Al-Arabiya TV – Manager of the Riyadh Office for Al-Arabiya.net

March 2016 – October 2017

- Researched on various key topics, gathering information through interviews and studies, writing new stories for publication.
- Arranging on air interviews and offering opinions for writing columns and editorials.
- A strong portfolio of published articles and newscasts, and the ability to gather and edit news, broad knowledge of headlines, computer proficiency, lobbying, and active listening skills.
- Edited work for publication and wrote deadline briefs and standard articles.

IPG / Weber Shandwick TV – Senior Account Executive

March 2013 – October 2017

- Oversaw a client portfolio including prominent companies such as **SABIC, JADWA, and Sadara**.
- Led efforts to cultivate robust client relationships within the Media sector, formulated tailored account management approaches, collaborated with internal teams to provide customized solutions, and proactively identified avenues for account expansion.

Senior Account Executive - ASDA'A BCW

2011 – February 2013

- Led the Arabic strategic communications for **STC**, and the PR operations in the company.
- Acted as the Arabic lead communications and media advisor for stc's public relations Director and his team.
- Led the preparations of Arabic Media campaigns in **STC**.

Media Advisor and Journalist

2008 – 2011

Mohamed has played important roles in the field of media consulting and public relations, where he held several positions in a variety of media outlets, such **Al Arabiya TV, Elaph, Sabq, Anaween. Al-Hayat**.
