

IBRAHIM ALDUHAIM

+966582838282 | ALduhaim.ibrahim@gmail.com | Riyadh, Saudi Arabia | [in](#) Ibrahim AL Duham

Professional and dedicated Communications Leader, with over 10 years of proven expertise in public relations, corporate communications, and internal communication. Skilled in building strategic communication frameworks, managing high-profile media relations, and leading impactful initiatives that strengthen organizational reputation. Adept at crisis management, executive communications, and aligning communication strategies with business objectives. Passionate about fostering transparent and engaging communication environments. Seeking to contribute leadership, creativity, and strategic thinking in a dynamic and growth-driven organization.

EXPERIENCE

Public Relations and Internal Communications Team Leader

Semi-governmental entity under the ministry of human resource | Jan 2023 - present

- Design and implement strategic plans and protocols to streamline processes.
- Create a calendar of key international and local occasions to boost employee engagement.
- Design and implement strategies to streamline processes, create high-quality content, and manage strategic partnerships.
- Align corporate communication with organizational goals, manage events, media relations, and social media platforms.
- Foster transparency, belonging, and alignment while leading impactful initiatives and measuring their effectiveness.
- Ensure clear, consistent messaging during organizational change to build trust and unity.

Public Relations and Protocol Manager

Confidential Government | Feb 2019 - Jan 2023

- Managed protocol operations and public relations tasks for high-profile events.
- Design and implement marketing strategies tailored to support government programs and initiatives, focusing on public engagement, awareness, and community outreach.
- Conduct thorough research to analyze public needs, demographic trends, and policy impacts, informing strategies to effectively communicate government objectives.
- Utilize data-driven insights to shape marketing efforts, enhancing transparency and public trust.
- Oversee developing and managing the government's public image, ensuring messages are clear, consistent, and accessible across all communication channels.
- Lead the planning and execution of multimedia campaigns, including digital, print, and social media, to promote programs, encourage audience participation, and share important information.
- Manage the marketing budget, allocating resources efficiently to maximize outreach and engagement while adhering to financial constraints.
- Provide guidance and support to the team, encouraging innovation and professionalism to achieve high-impact results.
- Supervise digital communication efforts, including website management, online content creation, and social media engagement, to effectively connect with the community and enhance public service delivery.

Corporate Communications Manager

Bassmat Integrated & Digital Agency | Jan 2018 - Feb 2019

- Led digital marketing projects and campaigns, managed client relations, and optimized advertising ROI.
- Manage and execute digital marketing projects and campaigns, ensuring goal alignment.
- Create and edit content for social media, reinforcing campaign messages and brand image.
- Led paid advertising campaigns, analyzing performance to maximize ROI and reach.
- Build and maintain strategic relationships with clients and partners to meet marketing needs.

EDUCATION

Bachelor in Strategic Communications and Public Relations
King Saud University, Riyadh | 2017

PROJECTS

- Misk Global Forum
- UNESCO International NGO Forum
- TEDX Riyadh 2017
- The First Gulf Statistical Forum
- Visit Saudi
- Saudi Arabia's World Cup Bid
- Saudi Design Week 2016 & 2017
- Arabian Gulf Cup 22
- The First Gulf Statistical Forum

CERTIFICATES & COURSES

- Certified KPI Professional | KPI Institute
- Analysis and Implementation of Open-Source ERP Systems (Odoo)
- Building Relationships for Leaders' Communication
- Crisis Communication
- Change Management and Monitoring
- Website Content Writing for Government Entities
- Emotional Intelligence
- Media Campaign Planning

SKILLS

- Media Relations.
- Negotiation
- Digital Marketing
- Crisis Management
- Social Media Management
- Content Creation
- Strategic Communication
- Team Leadership
- Strategic Planning
- Search Engine Optimization (SEO)
- Public Relations Strategies & Management

LANGUAGES

- Arabic: Native
- English: Professional