

Mutlaq Ali Alqasem

Riyadh
0548698321
mutlaq.murray@gmail.com

PROFESSIONAL SUMMARY

Successful Relationship Management and PR professional with substantial experience developing and executing successful PR campaigns. Skilled at creating positive relationships with media, stakeholders, and clients. Strategic and committed to staying responsive and proactive in dealing with crises.

WORK HISTORY

Head of Communication & PR Department

SARCC (a PIF Company)

Riyadh, Saudi Arabia

06/2024 - Current



Section Manager, Relationship Management & PR General Authority for Military Industries (GAMI)

Riyadh

12/2021 - 06/2024



- Lead the development and implementation of strategic relationship management and public relations plans aligned with government priorities and institutional goals.
- Manage and strengthen partnerships with key stakeholders, including government entities, regulatory bodies, media outlets, and strategic partners.
- Represent the organization in official meetings, public events, and inter-agency collaborations, acting as the primary liaison with external stakeholders.
- Coordinate high-level events, press conferences, signing ceremonies, and forums to promote the organization's initiatives and foster engagement.
- Monitor media coverage, public perception, and stakeholder feedback to advise leadership on communication strategies and reputation management.
- Ensure alignment with national communication protocols, governance standards, and public sector communication policies.
- Oversee internal and external communication efforts to enhance the organization's public image and ensure message consistency across all channels.
- Review the online content in media announcements and media kits.
- Develop and implement policies and procedures
- Develop advertising and marketing communications material.
- Monitor social, economic, and political trends that might affect the organization.
- Plan and budget for PR events, programs, and initiatives.
- Develop and implement crisis communications advice and media strategy.
- Manage logistics, catering, agendas, and travel arrangements for meetings and event planning for the board of directors, president, and executive vice president.
- Prepared, monitored, and maintained event budgets.

EDUCATION

2011

Murray State University

USA, Ky

B.S: Telecommunication System Management

2003

College of Telecommunication and Information

Riyadh

Associate of Science:

Telecommunication

PROFESSIONAL CERTIFICATE

- Next-Level Leadership Programme - London Business School 2025.
- High-Performance Leadership- IMD 2023.
- Certified Public Relations Professional-Meirc.

TRAINING & COURSES

- Digital Transformation Strategy - Leoron Institute
- Managing goals and achieving results for leaders (Arab Academy)
- Total Quality Management (SAMBA)
- Public speaking (IPA)
- Core Accounting (SAMBA)
- Accounting & Financial Ratio Course (SAMBA)

Head of Corporate Communication & PR Department Medical Cities Program - MOI

Riyadh, Saudi Arabia

09/2018 - 12/2021



- Planning, developing, and implementing strategies for the Corporate Communications and PR Department to facilitate the achievement of the company's vision and goals
- Establish and drive a multi-channel communications strategy
- Researching, writing, and distributing press releases to targeted media
- Manage media relations and develop contacts with media members, influencers, and community leaders
- Oversees corporate communications and branding in various online and print platforms such as LinkedIn, Twitter, Snapchat, and industry magazines
- Oversees the development and maintenance of the corporate website, including methods to deliver messages, ease of navigation, and clarity of information; ensures that all content is current and relevant
- Managing the PR aspect of a potential crisis.
- Assists executive leadership in developing presentations, speeches, and other critical corporate messages
- Prepare and manage all communications material
- Assist and provide suggestions concerning the creation of digital, video, audio, and print content
- Manage and organize internal & external events, including press conferences, exhibitions, open days, and press tours
- Develops, implements, and adheres to communications & PR budget.

Product Sales Manager Samba Financial Group

Riyadh

04/2014 - 09/2018



- Responsible for tendering three portfolio divisions in the Central Region: Corporate Banking Group, Private Banking, and Local Corporate Banking
- Promote tailored and ready-made cash management solutions such as SwiftNet, B2B, E-Banking, Payroll, Payroll Cards, POS, Dividends, Collection, Samba Connect "MIGS," Cash Pick up & Delivery, and Escrow Accounts to corporate clients for the sake of reducing cash mobility risk and enhancing money transfer efficiency
- Maintained a reasonable client retention rate by suggesting new products to help with continued growth in their business
- Performed analytical calculations presented to prospective customers, showing cost savings and efficiencies
- Work with product managers to enhance cash management services according to market feedback
- Assist in meeting the bank's cash management products sales target as well as the bank's market share

- Effective Business & Report Writing (SAMBA)

SKILLS

- Willing to learn and Expand Knowledge base
- Group worker, Fast, Connected.
- Good technical knowledge
- Problem-solving
- Communications strategies
- Event planning
- Conference management
- Relationship building
- Media management

LANGUAGES

Arabic

Native

English

Fluent

- Providing full cash sales support to customers & optimizing their satisfaction level
- Arrange training and awareness seminars in the cash management business for our clients
- Visit prospective clients and demonstrate the cash management basket of products and services
- Prepare monthly sales activity reports.

**Sales Manager
D Marketing**

01/2014 - 03/2014



- Marketing Projects
- Marketing campaigns
- Managing Saudi Football teams' marketing campaigns

**Assistant Manager, Telecom Department
Kingdom Holding Company**

Riyadh

06/2012 - 12/2013



- Managing the telecom department's projects.
- Frequently representing the KHC in dealing with ICT providers.
- managing HRH's daily office and business work during business & private Trips.
- planning and managing HRH Prince Al Waleed's business trips, including hotel arrangements, telecom requirements, visits, and tours.

**Telecommunication technician
Kingdom Holding Company**

Riyadh

04/2005 - 05/2006



- Supervising and managing several networks in 7 different locations, including TV networks, Microwave links between several locations for voice and data, Wireless networks, Cellular networks, and Fixed-line networks
- Reviewed equipment manuals and technical specifications to complete repairs.
- Replaced worn and defective parts and wiring to restore equipment function.
- Keep records of maintenance and repair work.
- Operated soldering irons to join components to assemblies and circuit boards.

**Administrative
Riyad Bank**

Riyadh

11/2003 - 04/2005



- Tasks (branch services department).