

Mohammed Muflih

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Professional Summary

Experienced Internal Communication & Public Relations Manager with over +12 years of expertise in shaping and strengthening corporate identity through strategic communication and media relations. Proven track record in developing and executing comprehensive internal communication strategies that engage employees, foster a positive organizational culture, and align workforce efforts with business objectives. Adept at managing corporate reputation by anticipating, mitigating, and responding to media crises with agility and professionalism.

Professional Experience

Manager Corporate Communications & Public Relations – Southern Province Cement Company | July 2024 – Present

- Established and structured the Corporate Communications and Public Relations department from the ground up, building two specialized teams and leading over 10 employees.
- Designed and executed internal communication strategies to enhance corporate culture and reinforce core values through diverse channels including newsletters, digital displays, SMS, WhatsApp, and interactive workshops across multiple sites.
- Developed comprehensive corporate communication policies, procedures, and manuals—covering protocol, internal communication, and operational workflows—to standardize and streamline institutional practices.
- Successfully organized and managed cost-effective events and initiatives aligned with global, national, and religious occasions, maximizing impact with limited budgets.
- Led the creation and enforcement of the company’s visual identity guidelines, and oversaw the design and launch of the corporate website, significantly enhancing the company’s digital presence.
- Prepared the annual report for the board of directors and contributed to the sustainability report, highlighting corporate environmental, social, and governance efforts.
- Managed sponsorships and forged over 20 strategic partnerships and memorandums of understanding with governmental, private, and non-profit organizations to expand the company’s network and community engagement.
- Directed the corporate social responsibility portfolio, earning three national awards recognizing leadership in social responsibility initiatives.
- Initiated “The Green Stamp” program to plant 500,000 trees by 2030, activating community partnerships and engaging employees and volunteers across multiple regions.
- Delivered cost savings exceeding 400,000 SAR by internally developing strategic communication frameworks and policies, eliminating the need for external consultants.

Opinion Columnist – Elaph & Al-Watan Newspaper & | Dec 2024 – Present

- Compose analytical pieces on political, economic, and diplomatic topics.
- Conduct thorough research to ensure accuracy and professionalism in published content.
- Engage with readers on social media to foster informed public discourse.

Participating Lecturer in the Department of Electronic Media, College of Science and Theoretical Studies, Saudi Electronic University | November 2024

- Deliver specialized undergraduate courses in digital media, covering subjects such as graphic design, digital photography, and news editing.
- Develop and continuously update course curricula to reflect current academic standards and emerging industry trends.
- Integrate modern educational technologies to support blended learning environments and enhance student engagement and learning outcomes.
- Provide academic advising and career guidance to support students’ professional development and career planning.

Journalist – Okaz Press & Publishing (Part-time) | October 2023 – Present

- Produced in-depth reports and investigative stories focused on public affairs and current events.
- Conducted exclusive interviews with key figures, delivering insightful and high-quality media content.
- Edited news articles to ensure factual accuracy, clarity, and compliance with journalistic ethics and standards.
- Created engaging digital content aimed at increasing audience reach and interaction.
- Collaborated closely with editorial teams to develop compelling and professional journalistic pieces.

Manager – Al Rajhi Humanitarian Foundation | December 2022 – July 2024

- Developed and implemented strategic public relations campaigns to boost institutional visibility and brand awareness.
- Designed and managed corporate social responsibility (CSR) initiatives, coordinating media campaigns to maximize community engagement and impact.
- Cultivated and maintained strong relationships with media outlets and strategic partners to enhance organizational reputation.
- Monitored and analyzed media coverage to assess public perception and identify opportunities for communication improvements.
- Oversaw media production and advertising efforts to ensure alignment with brand messaging and consistency across all platforms.

Journalist – Alyaum Newspaper | September 2020 – September 2023

- Conduct in-depth investigations to uncover stories that raise public awareness on significant issues.
- Develop diverse digital content, including articles, videos, and infographics, to broaden the newspaper's audience and engagement.
- Attend and cover events, press conferences, and community activities, providing timely and accurate news reports.
- Manage media accounts on social platforms, interacting with the audience to foster community participation and feedback.
- Work with editors, photographers, and other journalists to create compelling stories and multimedia content.

PR & Media Relations Manager – Manarat Al-Ataa | November 2020 – November 2022

- Cultivate and maintain relationships with media outlets to secure positive coverage and shape public perception.
- Supervise the production of media content, ensuring it aligns with the organization's messaging and digital marketing goals.
- Organize events and community activities that promote engagement and strengthen the organization's relationship with stakeholders.
- Develop and execute crisis communication plans to protect the organization's reputation during challenging situations.
- Work closely with cross-functional teams, including marketing, communications, and management, to ensure cohesive messaging and branding.

PR & Media Relations Manager – Noor Charity | March 2015 – November 2019

- Developed media plans to promote the association's community role.
- Led awareness campaigns and media activities.
- Managed communications with institutions and government entities to foster collaboration.
- Organized media events and prepared press reports.

PR Representative & Program Coordinator – Saudi Broadcasting Authority | January 2010 – April 2018

- Coordinated and managed media programs to reinforce the authority's message.
- Developed PR relations and engaged with various media outlets.
- Created media content and managed advertising campaigns.

Education

Ph.D. Researcher in Digital Media & Communication Technology | Ahlia University, Bahrain | Expected graduation Year: 2027

Master's in Strategic Communication | King Faisal University | Graduation Year: 2023

Diploma in Business Administration | Abha Chamber of Commerce | Graduation Year: 2019

Bachelor's in Media (Public Relations) | King Abdulaziz University | Graduation Year: 2013

Certifications & Memberships

- Member, Saudi Association for Media & Communication | 2024
- Crisis Management Certification | Saudi Entertainment Academy | 2022
- Change Management Certification | Institute of Public Administration | 2022
- Certified Journalist & Media Content Manager | General Authority for Media Regulation | 2020
- Member, Saudi Journalists Association | 2021
- ICDL Certification (International Computer Driving License) | 2008

Skills

- Communication Skills
- Interpersonal Skills
- Strategic Storytelling
- Adaptability
- Creativity and Innovation
- Strategic Thinking

Languages

English: intermediate | Arabic: Native