

# Fahd Aljuraid

Global Corporate Social Responsibility, Specialist at SABIC

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## Summary

I'm a 46 year old Saudi national who has great speaking, writing and research skills. Over the past 14 years at SABIC, I've worked in marketing communications, digital communications, media relations and currently completed the MBC Academy "Best Broadcasters Program" to go along with my journalism experience in broadcast, radio, and print. Raised in South Carolina, US, I have native fluency in English. My love for communications and sports reflected in podcasts, listening to a variety of programs and reading comic books.

Relevant accomplishments include:

- Graduated from MBC Academy "Best Broadcaster" Program September 2025
- Produced the EYE Program from 2019-2021
- Developed Media Relations outreach program in Global Communications
- Created and developed templates for Global CSR to incorporate in our activities
- Produced and co-hosted a rock program on Dubai 92 radio station from 2006-2007
- Wrote articles for Saudi Gazette, The Johnsonian, and other newspapers and magazines in both the U.S. and the Middle East
- Earned a bachelor's degree in Mass Communication; Concentration in Journalism from American University of Sharjah, UAE 2007
- Attended elementary through high school in Columbia, South Carolina and 3 years of college in the United States.

## Relevant Experience

**Global Corporate Social Responsibility, Specialist at SABIC**

May 2022- Present

Uses public speaking, writing, and campaign skills to develop CSR programs for internal and external audiences.

**Global Communications, Senior Analyst at SABIC**

October 2017 to May 2022

- Develops social media strategies and content
- Provides voiceovers for SABIC training films
- Develops press releases
- Conducts digital strategic planning for external channels
- Drafts stories for internal audiences

- Leads campaign planning for specific initiatives
- Conducts media relations with journalists for press conferences
- Familiar with Corporate Finance & Investor Relations Communication needs
- Handled multiple Financial Results Press Conferences, General Assembly Meetings.
- Develops internal mass email messages
- Compiles monthly/quarterly media reports
- Aids departmental forward planning process

### **Marketing Communications:**

**Business Partner Corporate Functions/SBU, Senior Analyst at SABIC**

#### **May 2011 to September 2017**

- focus is on crafting and executing effective go-to-market strategies
- Creating communication plans.
- Work diligently to help our businesses to reach their target markets
- Connect with internal customers to engage other important audiences.
- Create 5 year plans to deliver the desired results for our business units
- Actively work with Branding on advertising campaigns to enhance

SABIC's reputation as the preferred brand in the chemical industry

#### **PR Manager Self Operation Program at Saudi Red Crescent Authority**

##### **April 2010 – May 2011 (1 year)**

- Managed content on Self Operation's Program International Recruitment Website
- Have drafted a pre-arrival orientation package and arrival package that help an expat settle into Saudi Arabia
- Acted as a liaison for the expats in handling various issues of concern
- Coordinated government affairs requests between expat and HR
- Coordinated with all departments in various issues for International Recruitment and expats
- Currently hold the Marketing department title in placing and creating ads, finding suitable markets
- for new recruits, and content for ads.

### **Public Relations Officer at Alfaisal University**

February 2008 - March 2009 (1 year 2 months)

- Maintained web updates for university PR content
- Created press kits for the media
- Distributed invitations for media events
- Drafted press releases for university announcements

### **Program Coordinator/Producer and Co at Arabian Radio Network**

September 2006 - June 2007 (10 months)

- Co-hosted a radio program for Dubai 92 2006-2007
- Produced a 3-hour weekly radio show
- Balanced professional responsibilities with pursuit of a bachelor's degree in journalism
- Introduced new content to producers, along with in-depth research on artists; unique selection of artists helped to broaden the listener base
- Developed and implemented playlists and artist info to attract a broader listening audience
- Revamped the station's internal filing system
- Designed service development plans and conducted operation assessments
- Advised managers on incorporating new artists into shows

### **Anchorman at Ministry of Information of Saudi Arabia**

February 2004 - May 2004 (4 months)

Read news in English and conducted interviews with distinguished members of the government.

- Created and anchored and creator of programs.
- Trained crew and co-workers to improve news production

### **Freelance Journalist at Saudi Gazette**

January 1998 - January 2000 (2 years 1 month)

Wrote in-depth articles on current-events and local issues

### **Languages**

**Arabic** (Professional working proficiency)

**English** (Native or bilingual proficiency)

### **Education**

**American University of Sharjah**

B.A, Mass Communication; Journalism, 2004 - 2007