

YASSER AL AHMAR

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PROFESSIONAL SUMMARY

With expertise in Corporate Communications, Marketing, Social/Digital Media, Crisis Management, Customer Care, PR, and Event Management strategy, I drive strategic communications that enhance brand image, foster engagement, and safeguard reputations, ensuring brands thrive and achieve business growth in an ever-evolving landscape. I am an experienced leader with a proven track record in developing and executing successful communication strategies across diverse industries.

WORK HISTORY

Director, Corporate Communications & Social Responsibility | McDonald's Saudi Arabia - Riyadh, Saudi Arabia *06/2020 - Current*

- Lead corporate communications and social responsibility functions, focusing on building and sustaining brand reputation and brand image.
- Develop and implement high-level strategies to enhance brand awareness and reputation across various stakeholder groups, ensuring alignment with corporate objectives.
- Supervise the execution of public relations and CSR programs, leading events and campaigns to elevate brand image and awareness.
- Oversee social media management and social media marketing efforts to ensure effective engagement and communication across all platforms.
- Collaborate with internal departments to ensure consistent messaging across all channels, reinforcing brand reputation.
- Manage media relations, crisis communication, and special PR events to protect and enhance the corporation's brand image.
- Lead customer care strategies to foster positive brand perception and strengthen customer engagement.
- Develop and execute marketing strategies and campaigns that drive brand visibility and engagement across multiple channels.
- Analyze market trends and consumer insights to inform marketing initiatives and enhance overall effectiveness.
- Proactively develop and manage activations and engagement programs on corporate, government, and community levels.
- Manage corporate internal and external communications related to initiatives and activities.
- Explore areas of achievement and differentiation within the organization for communication.
- Work closely with the corporate relations team to identify participation in initiatives and events aligned with company direction.
- Create and manage content for various communication channels, including websites, social media, newsletters, and internal communications.
- Monitor and analyze media coverage, including competition, to identify trends and opportunities for proactive communication.

- Identify and manage potential reputation risks proactively.

Manager, Corporate Marketing Communications & Social Media | McDonald's Saudi Arabia - Riyadh, Saudi Arabia 07/2016 – 05/2020

- Spearheaded efforts to build and sustain brand reputation through strategic corporate marketing communications and social media management.
- Led the development and execution of marketing and communication plans, ensuring a consistent brand image across all channels.
- Directed social media strategy, management, and marketing, overseeing external agencies to ensure cohesive messaging that aligns with brand values.
- Managed crisis communication efforts to protect the corporation's brand reputation and mitigate potential risks.
- Implemented marketing strategies designed to increase brand awareness and foster brand loyalty, contributing to long-term business growth.
- Developed and delivered recommendations for improving the corporation's social media presence, focusing on enhancing brand perception and engagement.
- Leveraged marketing knowledge to analyze market trends and consumer behavior, informing strategic decisions and optimizing marketing campaigns.
- Conducted competitive analysis and audience segmentation to tailor marketing initiatives that resonate with target demographics.
- Integrated data-driven insights into marketing strategies to enhance campaign effectiveness and drive measurable results.

Consultant , Corporate Marketing Communications | McDonald's Saudi Arabia - Riyadh, Saudi Arabia 07/2014 – 07/2016

- **Contributed to brand-building efforts** by planning and coordinating PR events, sponsorships, and CSR initiatives.
- **Managed media relations, crisis communication, and event planning** with a focus on safeguarding the corporation's brand image and reputation.
- **Developed comprehensive marketing strategies** that integrated both online and offline channels, ensuring consistent brand messaging.
- **Executed marketing activations** designed to build brand reputation and enhance customer engagement.
- **Directed social media management** by overseeing content creation, scheduling, and engagement across platforms.
- **Executed targeted social media marketing campaigns** to reach specific audience segments and optimize engagement.

Supervisor, Corporate Communications & PR | McDonald's Saudi Arabia - Riyadh , Saudi Arabia 01/2013 - 07/2014

Social Media Management

- Lead the social media agency overseeing the corporation's platforms (Instagram, Facebook, Twitter, Snapchat, etc.).
- Provide recommendations for enhancing the social media strategy and future actions.
- Coordinate communication efforts across departments to ensure accurate messaging to the public.

Public Relations and Social Initiatives

- Plan and supervise the execution of PR and CSR programs, including special events and sponsorships, to elevate brand awareness and reputation.
- Execute daily activities within Corporate Communication and Social Responsibility

to foster positive relationships with the public and community.

- Enhance the corporation's image and achieve strategic goals through targeted social responsibility activities.

Marketing and Communications

- Develop and execute comprehensive marketing and communication plans to build brand awareness and deliver effective messaging.
- Create and deliver marketing materials for seasonal launches and manage their execution.
- Build cross-channel marketing campaigns encompassing CRM, advertising, SEM, social media, affiliates, partnerships, and new media channels.

Media Relations

- Contribute to communication efforts, including coordinating newsletters, special events, and drafting/editing various collateral materials.
- Manage crisis communication efforts to protect the corporation's image during challenging situations.

Public Events

- Plan, organize, and manage logistics for PR and CSR events and programs to ensure successful execution.

PR Senior Coordinator | McDonald's Saudi Arabia - Riyadh , Saudi Arabia

11/2011 - 12/2012

- Coordinated PR activities to strengthen the corporation's brand image and media presence.

Customer Service Senior Coordinator | McDonald's Saudi Arabia - Riyadh , Saudi Arabia

01/2011 - 11/2011

- Managed customer relations initiatives that aligned with the corporation's brand values, contributing to a positive brand reputation.
- Handled customer feedback and complaints, ensuring prompt resolution and a seamless experience for customers.
- Monitored and analyzed customer satisfaction levels through detailed reporting, using insights to refine processes and enhance service quality.
- Implemented strategies to build strong relationships with customers, fostering loyalty and long-term engagement.

Marketing Coordinator | McDonald's Saudi Arabia - Riyadh , Saudi Arabia

01/2010 - 01/2011

- Developed and executed marketing campaigns aimed at building and maintaining the corporation's brand image and reputation in the marketplace.

Manager Trainee (Operations) | McDonald's Saudi Arabia - Riyadh , Saudi Arabia

07/2009 - 12/2009

- Participated in operational management training, focusing on customer service and brand alignment to maintain high standards.

Marketing, Export & Sales Manager | Azmeh Paints Company - Damascus, Syria

12/2007 - 07/2009

- Directed marketing and export strategies, focusing on increasing brand visibility and strengthening the company's reputation.

Local Marketing & Exporting Manager | Al Raky for Food Industries - Damascus, Syria 03/2006 - 07/2009

- Managed local marketing and export logistics with a focus on building and sustaining brand reputation in both domestic and international markets.

Owner | Al Ahmar Factory for Plastic Industries - Damascus, Syria 08/2006 - 10/2007

- Established and operated a plastic manufacturing business, focusing on brand development; lessons learned from this venture were applied in future roles.

English Teacher | High School - Damascus, Syria 09/2004 - 08/2006

SKILLS

- Strategic Thinking & Analytical Prowess
- Creative Flair & Campaign Innovation
- Leadership & Organizational Excellence
- Strong Communication & Multicultural Team Collaboration
- Customer-Centric Approach
- Proficient in Online & Offline Marketing Techniques
- Entrepreneurial & Self-Motivated Orientation
- Fluent in English; Arabic communication is a bonus
- Corporate Communications & PR
- Crisis Communication & Reputation Management
- Social / Digital Media Strategy & Marketing
- Corporate Social Responsibility (CSR)
- Customer Relations Management
- Marketing Campaign Development & Execution
- PR & Event Management
- Cross-Channel Marketing (CRM, SEM, Social Media)
- Stakeholder Engagement
- Brand Awareness & Image Building
- Strategic Marketing Leadership
- Data-Driven Marketing & Consumer Insights
- Brand Positioning & Growth Strategy
- Budget Management & ROI Optimization

EDUCATION

Damascus University - Syria
Bachelor Degree of English literature

LANGUAGES

Arabic (Native)

Proficient (C2)

English (Fluent)

Proficient (C2)

PERSONAL DETAILS

Date of Birth / Age: 1985

Marital Status: Married

Nationality: Syrian



AWARDS, ACCOMPLISHMENTS, AND HONOURS

- President's Award received from McDonald's Global CEO - 2021
- Employee of the Year 2014 & 2016
- Exceptional Performance for Years 2017, 2019, 2021, and 2022