

SALEH ALSHAYBAN

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CAREER SUMMARY

Corporate Communication & Strategic Communication Planning Specialist with extensive experience in media operations, content development, and the engineering of communication frameworks. Proven expertise in developing senior-level communication documents, core messaging architectures, and crisis and reputation management models, including communication risk assessment and scenario-based readiness planning.

Strong capability in crisis communication structuring, contextual analysis, and delivering strategic recommendations that support leadership decision-making and ensure message clarity, consistency, and credibility during both stable and high-risk environments.

EDUCATION

- Higher Diploma – Public Relations & Corporate Communication
Institute of Public Administration – 2024
- Bachelor's Degree – Islamic Studies
Imam Muhammad ibn Saud Islamic University – 2015

WORK EXPERIENCE

Communication Planning Manager

NOB – Riyadh, Saudi Arabia | Jun 2025 – Present

- Lead the strategic communication planning process, designing frameworks, methodologies, and message directions.
- Develop integrated communication plans, structuring components aligned with strategic objectives.
- Produce high-level communication documents, including leadership messaging, policies, and executive materials.
- Design reputation management models and conduct communication risk analysis to identify priority areas and response pathways.
- Build communication scenarios and define readiness methodologies for handling sensitive situations.
- Craft strategic and sensitive messages that support executive visibility and priority initiatives.
- Develop communication structures, models, and guidelines that enhance planning quality and unify practices.
- Analyze communication contexts and provide strategic recommendations to guide decision-making and strengthen narrative direction.

Media Manager

Government Sector – Riyadh, Saudi Arabia | Jan 2023 – Jun 2025

- Directed the organizational media function and contributed to developing a unified communication identity.
- Developed media plans and structured messaging across traditional and digital channels.
- Oversaw content development, reports, and media materials supporting institutional initiatives.
- Enhanced digital presence through message consistency and optimized communication processes.
- Conducted media performance analysis and produced reports supporting communication decision-making.

Media Specialist

Government Sector – Riyadh, Saudi Arabia | 2019 – 2022

- Produced media and digital content aligned with institutional directions.
- Supported communication plan implementation and coordinated content workflows.
- Developed reports, briefs, and messaging materials for various communication needs.
- Contributed to strengthening the communication identity through structured content work.

Communication Specialist

Imam Muhammad ibn Saud Islamic University – Riyadh, Saudi Arabia | 2016 – 2019

- Developed communication materials supporting awareness initiatives and internal communication programs.
- Prepared and edited communication content across different channels.
- Supported event and activity communications with structured messaging and documentation.

SKILLS

- Strategic Communication Planning
- Reputation & Risk Communication Modeling
- Content Development & Executive Messaging
- Scenario Building & Readiness Frameworks
- Communication Framework Design
- Media & Digital Communication
- Analytical Reporting & Insight Development