



A RESULTS-DRIVEN MARKETING AND COMMUNICATIONS MANAGER WITH OVER 15 YEARS OF EXPERIENCE IN DEVELOPING AND EXECUTING COMPREHENSIVE COMMUNICATION STRATEGIES FOR PROMINENT PUBLIC AND PRIVATE ORGANIZATIONS. EXPERTISE IN STRATEGIC COMMUNICATIONS, DIGITAL MARKETING, STAKEHOLDER ENGAGEMENT, CONTENT CREATION, AND PUBLIC RELATIONS. PROVEN TRACK RECORD IN DRIVING INNOVATIVE CAMPAIGNS THAT ALIGN WITH ORGANIZATIONAL GOALS, ENHANCING BRAND IDENTITY, AND OPTIMIZING PERFORMANCE ACROSS MULTIPLE CHANNELS. PASSIONATE ABOUT LEVERAGING CUTTING-EDGE TECHNOLOGY AND SUSTAINABILITY IN COMMUNICATIONS TO SUPPORT BUSINESS GROWTH AND DIGITAL TRANSFORMATION.

CONTACT

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HOBBIES

Reading
AI Photo generation and content
Sports (especially football)

EHAB ALTARHUNI

Manager, Identity and Creativity Department

EDUCATION

King Fahd University for Petroleum and Minerals, Saudi Arabia
2006

[B.S. in Management Information Systems, 2nd distinction honor 3.2/4]

University of Leicester

2014

Diploma in advanced Business Administration (Online Master's degree)

WORK EXPERIENCE

Ministry of Communications and Information Technology, Saudi Arabia

Manager, Identity and Creativity Department

May 2023 –Now

- Led and developed a comprehensive communication strategy for the Ministry, focusing on key areas including digital infrastructure, training, entrepreneurship, and the adoption of emerging technologies.
- Managed internal and external communications, enhancing the Ministry's digital presence and promoting its projects in the digital economy, industrial revolution, and tech-driven initiatives.
- Launched new digital products and communication tools, significantly increasing public and media engagement through social media channels.
- Oversaw crisis management communication, ensuring timely and transparent responses during key events and initiatives.
- Collaborated with internal teams and external stakeholders to align messaging with the Ministry's vision, focusing on innovation and sustainability.
- Developed and managed content for social media, public relations materials, and event coordination, supporting major tech conferences and initiatives such as LEAP and the Saudi Vision 2030 campaigns.

ConenctAds - Twitter , Saudi Arabia

Head of Sales and Communications

2013 – 2019

- Spearheaded communications and sales strategies for the region's leading digital media agency, establishing and maintaining strong relationships with over 400 government clients.
- Led the execution of marketing campaigns and media strategies for high-profile projects such as Saudi Vision 2030 and the launch of major national initiatives.

- Directed content creation, media relations, and internal communication strategies to expand ConnectAds' market presence and foster positive media coverage.
- Managed a team responsible for social media, public relations, and crisis communication efforts, contributing to sustained business growth and strategic market expansion.

Net-Ad-Vantage, Saudi Arabia

Communication and Direct Sales Manager

2011 – 2013

- Led the communications and marketing strategies for a regional online media agency, managing the representation of top MENA websites.
- Created pricing plans for banner ads and digital media spaces across prominent platforms, including Kooora.com, Hawaaworld.com, and AlJazeera.net.
- Engaged with clients directly, ensuring satisfaction and continued business partnerships while monitoring market trends and adapting strategies.

Arabic Internet Service Network (AISN), Saudi Arabia

Sales Specialist

2009 – 2011

- Developed relationships with marketing agencies and clients in Saudi Arabia to promote online advertising through high-traffic websites.
- Managed ad campaigns, monitored industry trends, and implemented strategies for improving user engagement and client satisfaction.

Saudi Diesel Generators, Saudi Arabia

IT Department Coordinator

2007 – 2009

- Coordinated IT operations and supported the implementation of Enterprise Resource Planning (ERP) systems.
- Analyzed departmental workflows and contributed to process documentation, ensuring smooth project implementation and communication.

SKILLS

- **Strategic Communications:** Internal and external communication strategies, brand messaging, and content development.
 - **Leadership & Team Management:** Leading cross-functional teams and managing agencies to drive results.
 - **Digital Marketing:** SEO, social media algorithms, website management, digital platforms, content creation.
 - **Event Management:** Coordinating and managing large-scale conferences, PR events, and marketing campaigns.
 - **Data Analytics:** Leveraging data insights to optimize communication strategies and measure campaign performance.
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