

Abdulrhman AL-Rawdhan

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Public Relations | Corporate Communications | Media Relations | Strategic Communications | Social Media

A public relations professional with extensive experience in leading high-impact campaigns and driving strategic communications initiatives. My expertise lies in building and managing cross-functional teams, fostering key stakeholder relationships, and aligning PR strategies with business goals. With a proven ability to deliver measurable results, I bring a leadership-focused approach, combining innovation, strategic thinking, and a strong vision for effective communication.

Core Competencies

- **Storytelling Skills**
- **Utilizing Social Media Ads**
- **Trend Awareness**
- **Deciphering Analytics**
- **Determining KPIs**
- **Strategy planning**
- **Creativity**
- **Agility**
- **Complex Problem Solving.**

Professional Experience

Director of Public Relations (2024 – Present)

Jummar PR

Responsibilities:

- Set objectives for the PR team and monitor team members' performance.
- Maximize brand presence on various channels (e.g. web, TV and social media).
- Cultivate and maintain relationships with media and influential professionals.
- Arrange interviews and press releases to promote our company and its products/services.
- Ensure brand consistency in all advertising efforts.
- Organize PR events to increase awareness of our company.
- Assign tasks and projects to the PR team.
- Track and influence media coverage.
- Report on PR campaigns' results.
- Manage sensitive issues to maintain company's good reputation.

Public Relations Account Manager (2022 – 2024)

Weber Shandwick Agency

Responsibilities:

- Independently manage multiple accounts and own/grow mid-level relationships with clients and stakeholders.
- Demonstrate an understanding and interest in client business/es & sector/s including competitor analyst influencer audience and stakeholder insight.
- Maintain and grow media influencer & stakeholder relationships on behalf of your clients and offer counsel on such relations to clients and colleagues.
- Independently recognize, manage and resolve relatively complex client issues relating to performance and scope.
- Keep abreast of current affairs, industry issues, and trends, relating them to client situations.
- Maintain a high standard of writing, both personally and among the junior team.
- Demonstrate ability to brief and support and third party teams in the delivery of creative content across media
- Act as brand guardian for clients, owning quality control and ensuring client approvals are obtained on all appropriate activities.
- Showcase strong and compelling presentation skills.

Public Relations Account Manager (2021-2022)

Golin MENA

Responsibilities:

- Develop a marketing communications plan including strategy, goals, budget and tactics.
- Develop media relations strategy, seeking high-level placements in print, broadcast and online media.
- Coordinate all public relations activities.
- Direct social media team to engage audiences across traditional and new media.
- Leverage existing media relationships and cultivate new contacts within business and industry media.
- Manage media inquiries and interview requests.
- Create content for press releases, byline articles and keynote presentations.
- Monitor, analyze and communicate PR results on a quarterly basis.
- Evaluate opportunities for partnerships, sponsorships and advertising on an on-going basis.
- Build relationships with thought leaders to grow industry awareness.
- Maintain a keen understanding of industry trends affecting clients and make appropriate recommendations regarding communication strategy surrounding them.

Communications Specialist (2018 – 2021)

JAL International

Responsibilities:

- Develop effective corporate communication strategies.
- Manage internal communications (memos, newsletters etc.).
- Draft content (e.g. press releases) for mass media or company website.
- Organize initiatives and plan events or press conferences.
- Liaise with media and handle requests for interviews, statements etc.
- Foster relationships with advocates and key persons.
- Collaborate with marketing professionals to produce copy for advertisements or articles.
- Perform “damage control” in cases of bad publicity.
- Facilitate the resolution of disputes with the public or external vendors.
- Assist in communication of strategies or messages from senior leadership.

Social Media Specialist (2014 – 2017)

Rayz Marketing Agency

Responsibilities:

- Develop, implement and manage social media strategy.
- Define most important social media KPIs.
- Manage and oversee social media content.
- Measure the success of every social media campaign.
- Stay up to date with the latest social media best practices and technologies.
- Use social media marketing tools such as Buffer.
- Work with copywriters and designers to ensure content is informative and appealing.
- Create editorial calendars and syndication schedules.
- Set up and optimize company pages within each platform to increase the visibility of company’s social company.

Education

- Bachelor's degree in Media, Major of Public Relations, Umm Al-Qura University (2014)

Courses & Certifications

- Frontline Communicators' Course.

References can be provided if requested