

Tarneem Alagha

EDUCATION

American University of Sharjah (AUS)

- **Master of Arts** in English/Arabic/English Translation Studies and Corpus Linguistics **2017 - 2020**
- **Bachelor of Science** in Information Systems and Business Analytics **2008 - 2013**

MindCypress

- **Diploma in Advanced Digital Marketing - [Credential ID 42903821](#)** **2021 - 2021**

EXPERIENCE

Amazon, KSA

2025 - Present

International Stores and Corporate Communications / Public Relations Lead

- Partnered with Amazon's internal verticals (e.g., AWS, Retail, Legal, Deals, Payments, Marketing, Public Policy, etc.) and external agencies to develop and execute integrated communication strategies, public relation plans, co-branded partnerships, media activations, on-ground and virtual campaigns, plus influencer collaborations, ensuring brand alignment, compliance, and mutual value within highly regulated industries alongside premium partners.
- Managed stakeholder contracts end-to-end, from sourcing and briefing to negotiation and contract execution through work and purchase orders, budget allocation, and monitoring of contracted deliverables, coordinating with Legal and Compliance to ensure adherence to Amazon's corporate, operational and governance standards.
- Leveraged data and digital analytics to inform strategy and maximize impact by analyzing performance metrics through internal dashboards, extracting actionable insights, and presenting recommendations to leadership to support planning and optimization.
- Led complex, cross-functional corporate communication initiatives across KSA, effectively managing diverse stakeholders including internal teams, business partners, and external vendors, to ensure aligned messaging, timely approvals, and seamless rollouts with measurable results.
- Produced high-impact external communications in English and Arabic, including PRs, signature stories, executive interviews, visual assets, influencer briefs, and multimedia scripts, driving campaign KPIs, boosting Amazon's public positioning, plus supporting broader business and marketing objectives.
- Delivered strategic internal communications and reporting across the MEATR region to support informed decision-making and data-driven planning, including crafting executive newsletters, case studies, local coverage recaps, regional central calendars, global reports, KPI-focused performance trackers, AtoZ Amazonian articles, and Slack messaging, while maintaining ongoing insights through competitive landscape analyses and global risk reviews, all aligned with Amazon's brand voice and editorial policy, plus tailored for local contextual relevance.
- Served as Amazon's media contact in KSA tarneem@amazon.sa, managing end-to-end development, localization, and approval of multi-purpose, multi-platform media content through a cross-functional review process involving both internal and external partners.
- Secured and managed high-profile speaking engagements, media appearances, and stakeholder opportunities by crafting strategic, compelling narratives and preparing spokespeople with tailored messaging and contextual briefings, strengthening brand reputation through trusted relationships with top-tier Saudi media, influencers, and content creators.
- Selected projects; from strategy to creation, optimization, and reporting:

Esports World Cup x Amazon.sa & AWS: Full-Cycle Comms and Immersive Brand Activation

- **Pre-event:** Executed the integrated communications strategy for Amazon's partnership with the Esports World Cup Foundation, aligning cross-functional external stakeholders and internal teams including AWS, legal, deals, retails, [Prime Video](#), VR, AR, marketing, media, and PR into a unified 360 interactive user experience by crafting compelling narratives that connected Amazon's AI-powered, on-ground activation in Riyadh's Boulevard City with its broader brand purpose and partnership objectives, seamlessly blending AWS cloud technology, machine learning, plus analytics services with creative storytelling and real-time audience engagement. [Eng Ref / Ara Ref.](#)
- **During event:** Amplified 4 immersive activations allowing users to shop, stream, and interact with Amazon offerings in real time from July to August 2025, AI-powered by the advanced AWS cloud technology and machine learning capabilities, while managing influencer engagement, live storytelling, plus media coverage across print, broadcast, digital, and [social](#) channels.
- **Post-event:** Reported project success through performance analytics, earned media value, audience engagement reports, and stakeholder recaps, highlighting Amazon's tech-driven user experience, customer advocacy, and brand visibility, to develop comprehensive partnership documentation that supports client storytelling and enables future collaboration and expansion opportunities.

Strategic Partnerships: Government & Public Sector Collaborations

- Led integrated communications strategies for high-profile partnerships including the Eatizaz Program with the Saudi Ministry of Defense, Saudi Awwal Bank, and the Saudi Artisanal Company, while managing creative production and multi-format campaign execution for projects such as Amazon KSA's story on the Tuwaiq show on MBC TV channels and the cross-promoted PEAK influencer video campaign in November 2025, positioning Amazon as a brand that supports national development and cultural storytelling.

Amazon Services Launches: Internal, External, and Corporate Communications

- Developed multi-channel communications for the launch of key Amazon services in KSA including the Seller Incentives Program ([SIP](#)), [Amazon Ads](#), [aNow](#), [Fresh](#) UFG service, and [Bazaar](#), developing comprehensive messaging frameworks, driving internal alignment, and executing external press and stakeholder activations to ensure consistent, high-impact rollouts across diverse audiences.

Mega CYBER Events: 360 Integrated Comms with Media and Marketing

- Conceptualized and executed end-to-end communication strategies for major retail moments like Amazon **Prime Day, 11.11, and White Friday**, managing integrated PR efforts including master service agreements for influencer campaigns, vendor coordination for media buying plans, and cross-marketing execution, while developing bilingual content strategies and calendars for multi-purpose engagements, and activating large-scale campaigns across TV, radio, print, digital, plus industry conferences to amplify reach, drive conversion, and deliver post-campaign reporting aligned with defined KPIs.

Major Product Launches: Cross-Functional PR and Strategic Market Positioning

- Managed co-branded communications and PRs for major tech product launches, including the Apple iPhone 17 Series and Apple Watch Series 11, across Amazon's website and app, ensuring consistent brand messaging, coordinating with global and regional partners, and activating media plans across press, social, and influencer channels to maximize product visibility and performance.

International Committee of the Red Cross (ICRC), KSA

2024 - 2025

Public Relations and Communications Advisor

- Led cross-functional collaboration with global teams, internal departments, and external stakeholders to execute 360° campaign strategies, strengthening media partnerships and expanding ICRC's impact in KSA.
- Transformed complex data into actionable insights by conducting contextual analyses of user behavior, geopolitical trends, and sector developments; provided expert-level recommendations to senior stakeholders that informed strategic planning, enhanced operational effectiveness, and ensured alignment with international best practices.
- Spearheaded crisis communication, created high-level briefings (e.g., **ICRC presidential visit 2024, high-level roundtables**), and facilitated high-stakes diplomatic engagements (e.g., **MOUs, fundraising agreements**) by developing tailored narratives, ensuring brand integrity, and aligning cross-functional teams to drive strategic objectives, while navigating complex policy landscapes.
- led targeted engagement frameworks for key forums (e.g., **Internet Governance Forum, Global Cybersecurity Forum, UN Climate Change Conference, G20, G7**) by combining market research, stakeholder insights, and risk assessments to maximize ICRC's influence in KSA and the GCC.
- Identified, evaluated, and facilitated opportunities to incorporate new communication channels and strategies, thereby enhancing the ICRC's public positioning and ensuring alignment with evolving organizational guidelines.
- Developed fully integrated outreach strategies with 360 communication and PR plans grounded in data-driven content strategies and audience segmentation, while also contributing strategic insights to enhance internal communication systems and operational processes, supporting the ICRC's broader organizational goals and compliance frameworks in KSA.
- Created and localized compelling narratives in Arabic and English, including op-eds, boilerplates, factsheets, PRs, multimedia assets, cross-marketing content, and feature stories; contributed to the editorial calendar by planning, executing, and distributing content across multi-channel platforms to support internal communication, stakeholder engagement, and public outreach.

Saudi Research and Media Group (SRMG), KSA & UAE

2015 - 2023

Digital Content and New Media Manager

- Delivered 360 campaigns integrating content creation, multi-channel marketing, and comprehensive media strategies while aligning creative briefs, timelines, budgets, and other deliverables with target objectives.
- Collaborated with business partners, advertisers, agencies, influencers, social media companies including X, Snapchat, TikTok, YouTube, Instagram, and Facebook, plus various stakeholders to innovate partnerships, cross-promote campaigns, negotiate contracts, and monetize opportunities that unlock new revenue streams, while generating detailed analytical reports on campaign performance.
- Leveraged advanced analytical tools, A/B testing, real-time monitoring, and critical thinking to measure performance metrics, generate actionable insights, optimize results, and refine strategies, resulting in developing innovative content solutions that maximized impact.
- Played a key role in expanding SRMG's services and client portfolio across diverse sectors in KSA, including government entities, public sector organizations, consumer brands, luxury industries, e-commerce platforms, spanning verticals like entertainment, tourism, technology, lifestyle, entrepreneurship, fashion, and more.
- Produced and localized business pitches, client proposals, project case studies, awards submissions, and multimedia scripts in Arabic and English that aligned with organizational strategies and supported corporate objectives.
- Deployed a comprehensive 24/7 quality assurance and performance monitoring framework, integrating tailored response protocols for crisis communication, breaking news, risk management, technical issues, evolving industry trends, and audience interactions.
- Structured 360 marketing campaigns with integrated media plans across pre-event, during-event, and post-event phases to amplify reach and digital impacts, while consistently meeting deadlines and maintaining high-quality content standards.
- Developed branding guidelines, editorial policies, and 360 communication activations to ensure high-quality and policy-compliant outputs that incorporated digital engagement tactics, winning industry awards for innovation across broadcast, print, digital, and social media.
- Created, localized, and tailored multi-purpose editorial strategies in Arabic and English, integrating creative storytelling with performance metrics to produce data-driven content calendars for both digital and offline platforms.
- Received industry recognition for leading high-impact initiatives with premium partners across multiple platforms, including:

360 CSR campaigns (e.g., SNB AlAhli Award for Saudi women entrepreneurs), **strategic national campaigns** (e.g., led comms for the women driving resolution to support cultural readiness, policy adoption, and successful nationwide launch), **sponsored video livestreams** (e.g., #FrontRowGlam show on Rotana Khalijiah TV, X and YouTube), **360 branded campaigns** (e.g., Estee Lauder's hosted microsite), **monetized social media video series** (e.g., Ramadan shows on Snapchat and META Apps), **360 media coverage** (e.g., Saudi entertainment seasons with GEA), **360 advertising campaigns** (e.g., Johnson's Vita-Rich), **co-branded campaigns** (e.g., post-Covid19 life in KSA with Lexus), **user-generated content campaigns** (e.g., curated 'our stories' feature on Snapchat MENA, generated \$100K in 30 days), and **event/real-time social coverage** (e.g., Arabic TikToks covering #CannesFilmFestival).

Abu Dhabi Media Network (ADMN), UAE

2013 - 2015

Digital Content Strategist - Detailed information can be provided in another extended resume.

SKILLS

Technical Skills	Soft Skills
<ul style="list-style-type: none">Internal Collaboration & Workflow like Quip, Slack, and TrelloData Processing & Visualization like Power BI and Excel (Advanced)Analytics Tools like Google Analytics, Implyfy, and HootsuiteMedia & PR Monitoring like Cision, Brandwatch, and SprinklrContent Creation & Management like Canva Pro and WordPressSocial Media Ads & Campaign Management Tools like Meta Business, X Amplify Sponsorships, and Snapchat Curated Stories	<ul style="list-style-type: none">Active follower of industry trends, policy, and local developments; well-informed on global affairs and the regional media landscapeStrong editorial judgment with advanced Arabic writing & translation skillsLeadership by developing colleagues into leaders, not just followersStrategic thinker and problem solver with a results-driven mindsetIn-depth understanding of Saudi and GCC markets, plus business culturesPositive attitude with strong adaptability, flexibility, and negotiation skills

