

NORA EMAD ALSAMHAN

CORPORATE COMMUNICATION / PUBLIC RELATIONS

- +966550563338
- alsamhanno@gmail.com
- [Nora Emad](#)
- Saudi

EDUCATION

- Master of Business Administration (MBA)**
Al Yamamah university (2024-2026)
- Bachelor of psychology**
King Saud University

LANGUAGES

- Arabic - Native.
- English - Fluent.

LICENSE & CERTIFICATES

- International Marketing Management Diploma, Carson College of Business**
Washington State University.
- TOT | MAK group.
- Licensed trainer to deal with children of domestic violence and neglect, The International Organization for the Protection of Child Violence Victims and Neglect (ISPCAN).

SKILLS

- Organization Development:** Engage and retain talent to meet business needs
- Training Needs Assessment:** Identify & create training programs aligned with company strategic goals
- Budget Management:** Optimize HR budgets for resource efficiency
- Performance Evaluation:** Align organizational performance with business objectives
- Effective Communication:** Facilitate clear communication across teams
- Strategy Implementation:** Monitor HR systems and procedures
- Performance Appraisal Management:** Drive high performance through effective appraisals

ABOUT ME

Dynamic and results-driven leader with a proven record in shaping organizational strategy through effective communication and interpersonal skills. Adept at cultivating strong relationships with both internal and external stakeholders, I excel in developing high-performing teams and enhancing employee engagement. My leadership style emphasizes setting high expectations and a commitment to core values, while equipping team members with the necessary education, coaching, and professional development to achieve business objectives.

WORK EXPERIENCE

Corporate Communications Expert 2018-PRESENT

Confidential Government

- Lead Corporate Communications:** Design and implement integrated strategies that enhance employee engagement, organizational culture, and alignment with institutional goals.
- Establish & Manage Corporate Communications Function:** Set up the structure, processes, and governance of the corporate communications unit, ensuring coherence across internal and external messaging.
- Oversee Communication Channels & Content:** Manage all internal platforms (email, intranet, Magic INFO system, newsletters) and create bilingual content (Arabic & English) to keep employees informed and connected.
- Deliver Engagement & Awareness Campaigns:** Plan and execute internal initiatives such as cultural events, employee town halls, and awareness drives that promote values, policies, and change initiatives.
- Support Change Management & Cross-functional Alignment:** Develop communication plans that guide employees through organizational change, working closely with relevant departments to ensure clarity and smooth transitions.
- Monitor KPIs & Report to Leadership & top management:** Track performance indicators, assess the impact of communication and development initiatives, and provide strategic insights through periodic reports and dashboards.
- Manage Team Development & Operations:** Evaluate team performance, lead regular planning meetings, and implement development plans to ensure operational excellence and team alignment.

Senior Training Specialist 2014-2018

Ministry of National Guard Health Affairs, SA - Riyadh

- Plan the annual plan for training projects including budget to the SEO.
- Oversee training initiatives & programs all across Saudi Arabia that reinforce organizational Values under 2030 vision (RUH-JED-DMM-ELQ-AJF).
- Report & present business outcomes and impact analyses to the stakeholder for strategic decision-making.
- Build partnerships with internal and external partners including private & government sector.
- Evaluate AI projects impact on Ministry performance and recommend continuous improvements.

Team Supervisor 2012-2014

The Saudi Child Helpline - Ministry of National Guard Health Affairs

- managing teams in all shifts throughout the Week 24 /7.
- Prepared monthly schedules for consultant and coordinated between teams.
- Generated reports on quality and evaluated SCHL employees' performance
- Trained staff and conducted training sessions for partners and professionals
- Organized events, including conferences & budget planning.

AWARDS & ACHIEVEMENTS

- Ideal Employee Award 2018.**
- Presented study paper on data analysis of experience of Saudi Arabia** at the World Organization for The Protection of Child Neglect & Violence Victims in Nagoya, Japan.
- Establishing a Corporate Communications Department at the headquarters and launching projects in 9 external centers.**
- Chaired the 'Change Work Culture' initiative in collaboration with Ernst and Young.
- Preparing and conducting more than 47 training courses** in the field of psychology, job satisfaction, communication, change management, work culture, and measuring the impact of training.
- Publishing many internal Guidelines manuals (Administrative correspondence).**