

# Mohammed Alshamqity

Riyadh, Saudi Arabia | 0547070619 | shighali44@hotmail.com

## CAREER SUMMARY

**Results-driven PR & Marketing professional** with strong expertise in communication, marketing, and public relations, specializing in strategy development and managing marketing and communication campaigns. With over nine years of experience, I seek to expand my expertise and continue achieving professional success in this field.

## CORE COMPETENCIES

Marketing & Brand Strategy | Public Relations & Corporate Communications | Digital & Social Media Marketing | Crisis Communication Management | Media & Influencer Relations | Advertising & Campaign Management | Internal & External Communication Strategies | Event Planning & Execution | Content Creation & Storytelling | Strategic Partnerships & Sponsorships | Reputation & Image Management | Customer Engagement & Experience | Government & Stakeholder Relations | Data-Driven Marketing & Performance Analysis

## PROFESSIONAL EXPERIENCE

### Dyari Real Estate

*Marketing Manager*

**Riyadh, Saudi Arabia**

2025 – Present

- Developed internal and external communication strategies.
- Marketing Campaigns
- Internal Communications Management
- Event Management
- Communications Outreach Plans
- Influencer and Media Relations
- Advertising Production
- Strengthening Partnerships with Entities
- Advertising and Media Content Management

### EGO for Information Technology

*Public Relations Manager*

**Riyadh, Saudi Arabia**

2023 – 2024

- Developed internal and external communication strategies.
- Enhanced the company's advertising presence.
- Built strategic partnerships with government and private entities.
- Managed relationships with influencers and advertising channels.
- Led teams to achieve strategic objectives.

### Arabian Oud

*Public Relations & Media Center Manager*

**Riyadh, Saudi Arabia**

2020 – 2023

- Developed advertising and promotional content strategies.
- Managed social media channels and customer service.
- Executed internal and external public relations initiatives.
- Supervised media communications and content creation.
- Implemented internal communication activities.

### Arabian Oud

*Public Relations & Digital Marketing Supervisor*

**Riyadh, Saudi Arabia**

2018 – 2020

- Supervised marketing and communication projects.
- Led marketing and public relations teams.
- Created innovative marketing and communication campaigns.

### Sahabah for Medial & Digital Marketing

*Project Manager*

**Riyadh, Saudi Arabia**

2017 – 2018

- Established the agency and launched business operations.
- Managed social media platforms and digital campaigns for government and private sector clients.

**SMAAT**  
*Project Manager*

**Riyadh, Saudi Arabia**  
2016 – 2017

- Managed media and marketing projects for government and private entities.
- Developed marketing and media content.
- Handled crisis communication management.

**SEDRA Art Foundation**  
*Public Relations Officer*

**Riyadh, Saudi Arabia**  
2015 – 2106

- Created press and advertising content.
- Marketed exhibitions and conferences.
- Organized and managed exhibition and conference projects.

## **EDUCATION**

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**Umm Al-Qura University**  
Bachelor's degree in Public Relations & Media

**Makkah, Saudi Arabia**  
2014

## **CERTIFICATIONS & TRAINING**

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- Public Relations Course – Umm Al-Qura University
- Project Management Professional (PMP) Course
- Infographic Design Course
- Speaker and workshop presenter at Hikaya Misk Festival, delivering sessions on digital media content creation.
- Contributing member in the Hajj Ministry's Communication Analysis Report (2019).

## **KEY PROJECTS & ACHIEVEMENTS**

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- Managed social media platforms for government entities such as Civil Defense, Facilities Security Forces, and the Ministry of Housing.
- Led the digital media strategy for Civil Defense, earning the Best Social Media Platforms Award from the Ministry of Interior.
- Enhanced Civil Defense's public image through strategic public relations initiatives.
- Developed successful PR strategies for Arabian Oud.
- Created innovative marketing campaigns for multiple sectors.

## **ADDITIONAL INFORMATION**

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Technical Skills: SAP, Oracle, Microsoft Office (Word, Excel, PowerPoint)

Languages: Arabic (Native), English (Fluent)

References: Available upon Request