

PROFESSIONAL PROFILE

Strategic internal and external marketing communications leader with extensive experience in project and program management, event and public promotions, stakeholder engagement, and multi-channel content planning, production, and distribution. Craft specialized communication strategies incorporating diverse audiences across sectors. Lead and collaborate with cross-functional teams and work effectively with high-level executives and key stakeholders in government, non-profit and other allied organizations. Ensure message and delivery alignment with policies, goals, and best practices. Manage team members, enhance employee engagement, and influence senior-level decision-making. Organized and with a demonstrated ability to prioritize and coordinate multiple initiatives simultaneously.

SELECTED HIGHLIGHTS

- Direct the creation and implementation of marketing communications strategy and annual communications functions for the MNG Development Program, boosting stakeholder engagement and helping to secure business priorities and operational objectives as Communications Planning – Manager.
- Lead and motivate excellence from a cross-functional Communications Planning Team while effectively managing the budget to successfully deploy strategy across MNG.
- Facilitate behavioral and culture change while meeting business objectives by producing and utilizing measurement tools to track communications strategy results.

CORE COMPETENCIES

- Full Lifecycle Communications Strategy
- Internal and External Messaging
- Cross-Channel Alignment
- Success Measurement
- Business Needs Translation
- Improvement Opportunities
- Requirements Assessment
- Time Management
- Stakeholder Relations
- Event Management
- Behavioral Change
- Team Leadership

EXPERIENCE AND IMPACT

MNG Development Program, Enablement COE, Riyadh, Saudi Arabia, November 2019 to Present

STRATEGIC COMMUNICATION MANAGEMENT - MANAGER

- Chart a successful course for communications strategy and annual communications activities, driving stakeholder engagement in alignment with MNG vision, business priorities, and operational objectives.
- Play a key role in executing MNG's communications strategy by developing main messages, content, channels, and materials; highlight success metrics such as the MNG Transformation Communication Strategy and the MNG Transformation Leaders Forum 2024.
- Assess communications challenges and needs, ensure cohesiveness/coherence of messages, and create strategic and action plans in collaboration with leadership, sector representatives, and senior directors.
- Formulate newsletter strategy and propel consistent communications/messaging across MNG's communications channels (newsletter, intranet, stakeholders' meetings, etc.).
- Facilitate adherence to business priorities and external news flow by creating and managing editorial calendars related to internal communications.
- Empower leadership and employee dialogue and engagement for 200k employees across three sectors (Military, Health, and Executive) by establishing and continuously strengthening two-way channels.

- Deliver actionable insights for all internal communications announcements, including organizational changes, ministry-wide transformation, corporate updates, crisis management, and others, in alignment with message consistency and strategy.
- Develop strategic communication plans combining internal and external messaging and branding in partnership with other Center of Excellence Executive Directors.
- Leverage employee input (surveys, focus groups, etc.) to evaluate the organizational culture while managing employee feedback and Himmatak Program and campaigns.
- Oversee and mobilize high-quality performance from the Communications Planning team, allocating the budget and effectively implement strategy across MNG.
- Fuel MNG transformation by leading communication roadmaps planning and implementation.
- Plan Strategy awareness campaigns on transformational, sectoral, and initiative levels and oversee creative development of all campaign materials to ensure flawless execution such as You Are Important campaign and Eye on the Future annual roadshow.
- Coordinate the day-to-day production schedule with creative teams, including the development, testing, and execution of all campaigns.
- Determine optimal new communication areas of expansion and launch growth-oriented channels, platforms, and podcasts.
- Monitor communications effectiveness and help drive behavioral and culture change, as well as contribute to the alignment of business objectives, by applying measurement tools with the communications planning team.
- Incorporate research and lessons learned into the adjustment and enhancement of transformational programs and initiatives.
- Lead reporting and testing for weekly/monthly/ad hoc channel/campaign performance, identifying and applying actionable insights.
- Analyze data, both internal and external, to determine areas of improvement for monthly reporting and optimization meetings.

KPMG, at MCIT - National Digital Transformation Unit, Riyadh, Saudi Arabia, March 2019 to November 2019

COMMUNICATION MANAGEMENT - SENIOR CONSULTANT

- Cultivated productive relationships with members to review event/committee requirements and act upon them in the preparation and management of events.
- Produced detailed proposals for committees, including timelines, venues, agendas, and presentations and implemented all event/committee logistics.
- Expanded event and committee awareness by collaborating with marketing teams on promotion and publicity efforts.
- Administered all phases of pre-event planning, organizing guest speakers, agenda, presentation, and minutes of meetings.
- Oversaw the dismantling and removal of the event/committee, cleared the venue efficiently, and created and distributed a post-event evaluation to inform future events/ committees.

Colleges of Excellence, Marketing Department, Riyadh, Saudi Arabia, August 2014 to March 2019

MARKETING COMMUNICATIONS - SPECIALIST

- Conceptualized, developed, and deployed communications programs detailing and promoting the organization and its services, including graphics, brochures, company or services fact sheets, logos, etc.
- Researched, produced, and iterated designs for the publication of services.
- Bolstered employee understanding and engagement through presentations and/or speeches.
- Drove adherence to brand marketing guidelines in trademarks, logos, and publications.

- Organized events for representatives to meet with the public and increase service awareness of departmental services or recent developments.

PREVIOUS EXPERIENCE

Lynn Office of Development and Alumni Affairs, Boca Raton, FL, March 2013 to August 2014 | [DIGITAL MEDIA AND COMMUNICATION - SPECIALIST](#)

EDUCATION

Master of Global Communication and Digital Media (M.C.M.), 2014 - [Lynn University, United States of America](#)

PROFESSIONAL DEVELOPMENT

- Change Management Practitioner V3, London, United Kingdom
- Change Management Foundation V3, London, United Kingdom
- Strategic Communication Management, Sydney, Australia
- Crisis Management Masterclass: From chaos to control, Udemy
- Strategic Marketing Programme, Fontainebleau, France
- Strategic Planning, communications, implementation, and measurements, Paris, France
- Certified Digital Marketing Professional (CDMP), London, United Kingdom
- Strategic Thinking program, Riyadh, Saudi Arabia
- The Future Leadership Development Program, Riyadh, Saudi Arabia
- Building Positive Performance, Riyadh, Saudi Arabia
- Organizational culture transformation, Riyadh, Saudi Arabia
- Agile Change Agent, London, United Kingdom
- Brand Manager, Dubai, United Emirates
- Marketing professional, Washington DC, United States
- People and Influence program, Riyadh, Saudi Arabia
- Business models as a model using the business model canvas workshop, Riyadh, Saudi Arabia
- Ways to protect social media accounts workshop, Riyadh, Saudi Arabia
- Character Animation & Story Development master class, Miami, Florida
- Adobe Photoshop world conference and Expo, Orlando, Florida
- Developing a Global Venture workshop, Jeddah, Saudi Arabia
- Development of Self-skills and Self-confidence program, Jeddah, Saudi Arabia
- The Art of Dealing with Problems session, Jeddah, Saudi Arabia
- Message and Vision course, Jeddah, Saudi Arabia

VOLUNTEERISM

- Communication Representative at World Defense Show 2024, Riyadh, Saudi Arabia
- Marketing Representative at Leap Conference, Riyadh, Saudi Arabia
- Communication Representative at World Defense Show 2022, Riyadh, Saudi Arabia
- Marketing Representative at GESS Dubai, United Emirates
- Marketing Representative at Al-Janadriyah festival for five years, Riyadh, Saudi Arabia
- Vice president, digital media designer, and social media coordinator of the Saudi Club at Lynn University, Boca Raton, Florida

- College of Arts web page administrator at Mbt3thave.com, Davie, Florida
- Saudi club photographer at Florida International University, Miami, Florida
- Event planner at "Itamona" festival for orphans, Jeddah, Saudi Arabia

ADDITIONAL INFORMATION

Languages: English and Arabic

Technical Proficiencies: Data Analytics and Reporting, WordPress, Hootsuite, Google Analytics, HubSpot, Mailchimp, Campaign Monitor, Trello, Monday.com, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Adobe Premiere Pro, Final Cut Pro, Google Search Console, Google Analytics, Slack, Microsoft Teams, Zoom.