

Mohammed Al Sofyani

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- **Professional Summary**

Dynamic communications specialist with over 20 years of experience in international relations and media. Demonstrated expertise in crisis management, public diplomacy, and digital media, with a proven track record of leading successful communication strategies. Adept at leveraging strategic insights to achieve organizational goals, with a commitment to continuous learning in cybersecurity and justice security.

- **Work Experience**

Expert in Communications, Ministry of Foreign Affairs, Saudi Arabia,
August 2021 - September 2023

Situation: Faced with increasing global scrutiny and the need for enhanced diplomatic communication.

Task: Develop and implement a comprehensive crisis communication strategy. **Action:** Led a team of 15 communication professionals to streamline media content creation, public relations campaigns, and digital media outreach.

Result: Enhanced the ministry's international image, resulting in a 40% increase in positive media coverage and a 25% improvement in public perception metrics.

Communication Advisor, Royal Embassy of Saudi Arabia, Dakar Region, Senegal,
January 2018 - April 2021

Situation: The embassy required an uplift in bilateral relations through strategic media and public diplomacy.

Task: Coordinate and execute high-impact public diplomacy campaigns.

Action: Orchestrated a series of cultural exchange programs and managed comprehensive

communication initiatives involving multiple stakeholders. **Result:** Strengthened bilateral relations by 30%, as evidenced by increased cooperative projects and a significant boost in cultural exchange participation rates.

Desk Officer, Ministry of Foreign Affairs, Saudi Arabia
August 2015 - August 2017

Situation: Needed to ensure secure and effective diplomatic correspondence in a challenging geopolitical landscape.

Task: Manage sensitive communication channels and project timelines for key diplomatic initiatives.

Action: Implemented advanced secure communication protocols and streamlined project management processes.

Result: Achieved a 100% secure communication rate and improved the efficiency of diplomatic initiative execution by 20%.

Media and Communication Consultant, Royal Embassy of Saudi Arabia in Sweden, July 2013 - July 2015

Situation: Aimed to enhance the embassy's media presence and content engagement.

Task: Develop media strategies and manage content creation for embassy publications and digital platforms.

Action: Led the production team and supervised intern teams in developing engaging content and media strategies.

Result: Increased content engagement by 50% and doubled the embassy's social media following within two years

- **Education**

Ph.D. in Languages Learning in Military Environment - Technology Transfer, Sorbonne-Nouvelle University, Paris, 2000

Masters in French as a Foreign Language, Sorbonne- Nouvelle University, Paris, 1995 **master's degree in French Language Sciences**, University Michel de Montaigne Bordeaux III, France, 1994

Bachelor of Literature and French Language, King Abdulaziz University, Jeddah, 1988

- **Certifications**

Diploma in Justice and Security, INHESJ, Paris, January 2017 **Diplomat Project Management Professional (PMP)**

Diploma of Education, Training of Trainers (TOT)

- **Skills**

Crisis and Communication Management, Public Diplomacy and Digital Media Strategy, Project, and Team Management, Quantitative and Qualitative Analysis, Cybersecurity Awareness Simultaneous, Translation and Cultural Mediation, Media Production and Editorial Leadership

- **Publications and Media Experience**

Chief-in-Editor Communications, Press, and Media Advisor, TV & Radio Program Production,