

# Rola Baker Alterri

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## Communications and Marketing Professional

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## Professional Summary

Strategic, highly creative marketing and communications professional with a strong foundation in research-driven content development and storytelling. Experienced in designing and executing integrated communication strategies across digital, print, broadcast, and social media platforms to elevate brand presence and engagement. Skilled in media relations, campaign management, and brand positioning, with a proven ability to deliver compelling narratives that drive impact and visibility. Culturally aware and adaptable professional with extensive experience in cross-cultural communication and multimedia production. Seeking to contribute innovative marketing solutions and strategic communications expertise to a dynamic, growth-focused organization.

## Education

### Master's Degree in Communications (Strategic Content)

Herzing College, Canada (January 2023 - February 2024)

Developed messaging for corporate and government audiences, focusing on writing, PR, marketing, podcasting, media relations, and journalism

### Bachelor's Degree in Education (B.Ed) in English Language

Faculty of Education, IUG (September 2006 - January 2010) Focused on teaching pedagogy, translations, phonetics, linguistics, poetry, and literature.

## Work History

### Supervisor (August 2025-January2026)

Munif Al-Nahdi & Partners for Education Services, Jeddah, KSA

- Supervised and evaluated a team of educational staff within the Quality Department, improving performance compliance rates by 25% through structured feedback, training sessions, and continuous monitoring.
- Designed and implemented strategic improvement plans that increased operational efficiency and educational quality indicators by 30%, contributing to higher stakeholder satisfaction and successful audits.

### Marketing & Communications Coordinator

Rogers TV & Moncton Scottish Association, Canada (June 2021 – June 2025)

- - Produced and hosted engaging episodes, conducting research, scripting content, and interviews to create high-quality audio content for the audience.

- - Managed social media platforms associated with Pickle Planet Moncton, demonstrating skills in content curation, scheduling, and engagement strategies to grow the podcast's online presence by 30%.

### Corporate Communication Advisor (Volunteer)

Canadian Red Cross (June 2021 - Present)

- - Documented repairs and maintained up-to-date equipment records, reducing downtime by 15%.
- - Instructed clients and caregivers in proper equipment use and maintenance, improving compliance by 25%.

### Senior Management Assistant & Translator

GEMS Education, Dubai, UAE (July 2017 - January 2020)

- - Coordinated internal and external communications, including drafting press releases, managing email correspondence, and preparing reports, leading to a 15% increase in efficiency.
- - Translated official documents, communications, and educational materials from Arabic to English and vice versa, ensuring accuracy and cultural relevance.
- - Assisted in organizing and promoting events, workshops, and conferences, enhancing the institution's visibility and engagement by 25%.

### Bilingual Support

School of Research Science, Dubai, UAE (March 2013 - June 2016)

- Developed and taught curriculums in a one-on-one or group setting for children on the autism spectrum, significantly improving student outcomes.

### Communications Coordinator

USAID, America (February 2010 - September 2010)

- - Boosted community engagement by 20% and NGO collaboration by 15% at Gaza Centre for Studies.
- - Bridged communication gaps (Arabic-English) for human rights initiatives, increasing report outreach by 25%.

### Certifications

- Certified Microsoft Innovative Educator (February 2019), Distance, USA
- ABA & Behavioural Support Series – College of Extended Learning (2022), New Brunswick, Canada
- Project Management – McMaster University Continuing Education (2020), New Brunswick, Canada
- Introduction to Risk Assessment for International Schools (2019), Dubai, UAE

### Skills

**Communications Strategy Development:** Crafted strategic communication plans for diverse audiences.

**Media Relations:** Managed media contacts and facilitated media engagement to promote organizational goals.

**Content Creation:** Created engaging educational and promotional content for various platforms.

**Cross-Cultural Communication:** Effectively communicated across diverse cultural backgrounds.

**Project Management:** Utilized tools like Asana and Trello for efficient project management.

**Behavior Management:** Applied strategies to improve student outcomes.

**Translation:** Skilled in translating various types of communication materials.

**Tools:** Microsoft Office 365, Final Cut Pro

**Transcript Software:** Proficient in using transcription software for accurate and efficient transcriptions.

**AI Technology:** Skilled in utilizing modern technologies managed by AI for enhanced productivity.