

Ranim Amin

Strategy, Strategic Partnerships & Corporate Communications

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Professional Summary

Senior partnerships and communications professional with over a decade of experience shaping strategic relationships, influencing government and industry ecosystems, and positioning global organizations as trusted thought leaders. Recognized for cultivating high-impact partnerships with senior stakeholders, leading cross-functional initiatives, and driving market engagement strategies aligned with national and corporate visions. Adept at representing corporate priorities at the highest levels, fostering collaboration across diverse teams, and delivering initiatives that shape the future of industries.

Core Expertise

- Strategic Partnerships & High-Level Stakeholder Relations
 - Government & Public Sector Engagement
 - Corporate Communications & Thought Leadership
 - Cross-Functional Collaboration & Executive Advisory
 - Brand Positioning & Market Influence
 - Digital Engagement Strategies (SEO, SEM, Social)
 - Public Representation & Ecosystem Advocacy
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Professional Experience

LinkedIn MENA – Head of Strategic Partnerships, Saudi Arabia

Jun 2022 – Present | Riyadh, Saudi Arabia

- Serve as **LinkedIn’s official spokesperson in Saudi Arabia**, shaping and communicating corporate vision to government entities, policymakers, and key ecosystem players.
- Build and nurture **strategic partnerships with senior decision-makers**, supporting initiatives aligned with Saudi Vision 2030 and LinkedIn’s global objectives.
- Lead high-impact programs that position LinkedIn as a trusted advisor on workforce transformation, skills development, and digital economy trends.

- Act as the bridge between regional partners and internal teams (Marketing, Public Policy, Product, and Global Partnerships) to deliver aligned, impactful initiatives.
 - Represent LinkedIn in national forums, roundtables, and public dialogues to enhance corporate presence and influence.
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Public Investment Fund (PIF) – Assistant Manager, Digital Marketing & Website Lead

Feb 2020 – May 2022 | Riyadh, Saudi Arabia

- Developed and led **digital communication strategies** to enhance the visibility of one of the world's largest sovereign wealth funds.
 - Successfully launched PIF's new corporate website (2021) as a **key public-facing asset**, ensuring alignment with institutional priorities.
 - Engaged senior internal stakeholders to align digital initiatives with corporate transformation programs and external audience expectations.
 - Provided actionable insights through analytics and market intelligence to senior management, shaping ongoing strategic communication efforts.
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3M – Middle East & Africa

Digital Marketing Lead, Health Care & Consumer Businesses (B2B) – 2019–2020

Country Digital Marketing Leader (B2B & B2C) – 2017–2019

- Designed and activated strategic digital initiatives, including the **first-ever social media presence for 3M Saudi Arabia**, achieving top performance across MENA (2017).
 - Partnered with senior business leaders to create campaigns that enhanced corporate positioning and customer engagement across multiple divisions.
 - Spearheaded digital transformation initiatives, including marketing automation and content localization for MENA markets.
 - Led internal educational programs to build digital capabilities across departments, strengthening cross-functional collaboration.
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Ernst & Young (EY) – Brand, Marketing & Communications Executive

2015 – 2017 | Riyadh, Saudi Arabia

- Planned and executed major **government and industry engagement events**, including the Entrepreneur Of The Year (2015, Riyadh & Jeddah).

- Managed corporate communications strategies that improved internal awareness and external visibility among senior stakeholders.
 - Collaborated with service line leaders and international executives to align EY's brand with regional business priorities.
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Eye of Riyadh – Senior E-Marketing & Event Planner

2013 – 2016 | Riyadh, Saudi Arabia

- Built strategic client relationships, growing the database by **40% monthly**, and planned high-impact digital marketing initiatives for government and private sector partners.
 - Executed the **first LinkedIn Talent Solutions event in Saudi Arabia**, fostering strong relationships between global and local business communities.
 - Delivered detailed post-campaign analyses to ensure alignment with partners' goals and enhance long-term collaboration.
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Education & Certifications

- **MBA, Master of Business Administration** – Al Yamamah University, 2018–2020
- **Diploma in Leadership & Management** – Washington State University, 2020
- **BBA, Business Administration** – AOU, 2009–2014

Key Certifications:

- Google Ads Certification – Google, 2020
 - Oracle Eloqua Marketing Automation – 2018
 - Lean Six Sigma Green Belt – 3M, 2018
 - Inbound Certification – HubSpot, 2016
 - Mobile App Development – Shaw Academy, 2017
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Key Achievements

- **LinkedIn (2022):** Established LinkedIn's first formal strategic partnership with a Saudi government entity within three months of joining.
- **PIF (2021):** Led the launch of the new corporate website to enhance institutional visibility and stakeholder engagement.

- **3M (2017):** Built the first Saudi social media channels, achieving the highest engagement rate in the region.
- **EY (2016):** Named EY MENA Female Role Model for impact and leadership.