

Rasha A. Alahmed

11653, KSA | 0503042200 |

Work status: Saudi Citizen

Executive Summary:

Results-driven Corporate Communications & Sustainability professional with extensive experience managing diverse projects across International Relations, Public Relations, media strategy, internal and external communications, and brand management. Proven track record in developing and executing impactful communication strategies, enhancing corporate reputation, and leading crisis communication efforts. Expertise in managing regional and international media relations, creating engaging content, and fostering strong stakeholder engagement.

Professional Experience:

Joined Saudi Aramco in October 2013 in the rotational Professional Development Program to build the employee knowledge and experience in Saudi Aramco.

Saudi Arabian Military Industries (SAMI)

Riyadh, Saudi Arabia

Corporate Communications & Social Responsibility Manger

Dec 2023- Current

- Developed media plans aligned with the company's communications strategy.
- Press office management.
- Acted as the main liaison with government entities, handling all internal and external communications.
- Created content plans for SAMI and its five divisions/JVs, overseeing internal and external communications.
- Led crisis communication efforts to ensure effective messaging during critical events.
- Collaborated with leadership to align communication strategies with business goals.
- Managed public relations campaigns, achieving a 90% increase in positive media coverage (2023-2024).
- Built and sustained relationships with government entities and key partners.
- Supported SAMI's divisions and JVs in major international trade fairs and events (WDS, Eurosatory, Farnborough Airshow, SAHA Expo, SIM 2024).
- Provided executive training for events.

Saudi Aramco

Riyadh, Saudi Arabia

Corporate Communications & Social Responsibility Senior Specialist

Feb2016- Nov2023

- Managed internal and external communications to align with business strategy, mission, and objectives.
- Built and maintained strong relationships with international stakeholders and charities.
- Developed, implemented, and monitored communication plans.
- Created a donation matrix based on Saudi Aramco's criteria to streamline the donation process.
- Organized and hosted community events, including International Days celebrations.

- Drafted contracts for event planning and MOUs related to these activities

HR Planning and Program Analyst

Jan 2015 – Feb2016

- Managed employee relations with management, new hire orientations, staffing needs and benefits support.
- In charge of preparing performance metrics, researching, analyzing, and presenting data.
- Planned and coordinated training and skill-development assignments for employees in Government Affairs Central region.
- Analyzed and reported information of employees in the Human Resource Information System (HRIS) of Saudi Aramco to top management and admin area in Dhahran.
- Generated and delivered daily operation reports (DOR) to the Vice President of Corporate Affairs office.
- Drafted the business plan for Government Affairs Central Province (GA-CP) office in Riyadh.
- Developed and monitored KPI's for GA-CP employees.

PR Representative I

Oct 2013 –Dec 2014

- Developed and deployed communication plan, monitor media reports, build and oversee social media strategy, ensure excellent relations are established and maintained with external interest groups.
- Draft press releases, reports and executive summaries for media coverage
- Planed and directed public relations programs designed to create and maintain a favorable public image for the company such as corporate events and campaigns
- Developed marketing communications campaigns.
- Created and delivered media relations content, case studies, executive bios, corporate newsletter content, social media content, and speaking proposals.
- Researched media coverage and industry trends.
- Coordinated scheduling and logistics related to PR events.
- Coordinated conferences, and cultural events (ITHRA, GCF14&15, GCC, Traffic Week and other corporate events).

Olayan Financing Company

Olayan Management Trainee

Riyadh, Saudi Arabia

Jun 2013-Sep2013

- Rotate in different departments in the Olayan group to gain perspective and knowledge of the workflow such as marketing, sales, customer services, purchasing, merchandising, and personnel departments

CB Capital Partners, LLC

PR and Communication Specialist

Newport Beach, CA

Jan 2013- May 2013

- preform strategic PR and Communication duties
- Handle Social Media outlets for CB Capital Partners (Facebook, Twitter and LinkedIn)
- Accountable for integrating communication & marketing to facilitate the most successful two-way communication between CB Capital Partners, and the financial community

- Increase visibility with clients and ensure that relevant communications are executed successfully
- Manage the running of client relations database & monitor and review analyst reports, forecasts, communicate and respond to all inquiries from clients and investors

**The Center of Refugees and Immigrants of Tennessee
Nashville, USA**

Intern and Volunteer

Summer 2010

- Developed and launched PR campaigns
- Hosted donation events to attract contributions for the center
- Taught citizenship class to prepare refugees/immigrants for the citizenship test

EDUCATION

**University of Southern California / Sol Price School of Public Policy
Los Angeles, USA**

*Master of International Public Policy and Management/Minor Communication studies
May 2013*

**Middle Tennessee State University
Nashville, TN**

*Bachelor of International Relations/Minors Marketing and Public Relations
Aug 2011*

- Dean’s List for 3 semesters, Winner team leader P.R. campaign

SKILLS, ACTIVITIES & INTERESTS

Skills:

- Strong Communication skills

Collaborative and team leadership

Languages: Fluent in Arabic & English

Certifications & Training:

<ol style="list-style-type: none"> 1. IGNITE 2. Getting Things Done 3. Personal Leadership and Success 4. Decision Making 5. Leveraging Relationships 6. Pulling in the Same Direction 	<p>SAMI Leadership Development, Riyadh Saudi Arabia</p> <p>TUCK Executive Education at Dartmouth</p> <p>The University of Texas at Austin</p> <p>The University of Texas at Austin</p> <p>CELEMI Decision Base</p>
<ol style="list-style-type: none"> 2. 7 Habits of Highly Effective People Workshop. 3. Emotional Intelligence 4. Project Management Essentials 5. Presentation Foundation 6. Effective Communication 7. Writing Skills 8. Effective Time Management 	<p>Dhahran Leadership Center for Saudi Aramco</p>

9. Event Management certification	International school of Communication in London
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