

AlHanoof AlShobromy, M.S., CDMP
Director of Corporate Communications
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EXECUTIVE SUMMERY

Corporate Communications Director with 13+ years in government sectors. Expert in developing communication strategies aligned with national goals, boosting reputation, and advising leadership on media and positioning. Known for turning complex mandates into clear narratives that increase public trust, stakeholder confidence, and visibility.

CORE EXPERTISE

- Corporate & Strategic Communications Leadership
- Reputation, Issues & Crisis Management
- Executive Positioning & Media Advisory
- Government & Stakeholder Relations
- Organizational Branding & Narrative Governance
- Communication Performance Measurement & Insights
- Team Leadership, Capability Building & Agency Oversight

PROFESSIONAL EXPERIENCE

Saudi National Institute of Health (SNIH)

Director of Corporate Communications | 2025 – Present

Leading the development and implementation of corporate communications strategy aligned with national health priorities. Managing institutional messaging, reputation, media relations, and crisis communications to enhance credibility and public trust.

Saudi Authority for Industrial Cities and Technology Zones (MODON)

Corporate Communications Manager | 2022 – 2025

Led the corporate communications strategy to enhance MODON's institutional profile and increase its presence in national media covering industrial and economic development initiatives.

Princess Nourah bint Abdulrahman University (PNU)

Writer & Editor – Media Head Office | 2015 – 2022

Developed and enhanced institutional content for digital and traditional platforms, maintaining brand consistency and high standards.

Supervisor – Media Unit, Deanship of Development | 2012 – 2015

Led a media team managing content, coordination, and communications—improved institutional engagement with organized messaging and efficient workflows.

SELECTED LEADERSHIP ACHIEVEMENTS

- I led the Modon Annual Reports for 2023 and 2024, managing a comprehensive project that involved collecting and formatting data from 40 industrial cities across the country.
- I initiated the Modon Quarterly Magazine “ Impact Makers”, enhancing its corporate narrative and digital presence, resulting in a 190,000-subscriber increase on LinkedIn.
- Directed national media coverage for high-profile initiatives in industrial sectors.
- Conducted a pioneering analytical study on governmental social media content, contributing to evidence-based communication practices.
- Founded and hosted the “Hekmet Al-Yoom” Podcast, gaining recognition from major media outlets, including Independent Arabia.

EDUCATION

- Master of Media & Communication, King Saud University
- Bachelor of Languages & Translation (English), King Saud University

SELECTED PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Certified Digital Marketing Professional (CDMP), Digital Marketing Institute
- Strategic Communications, Oxford Management Centre
- Qualified Negotiator, Schraner Negotiation Institute
- MBSC Leadership Program, MBS College of Business & Entrepreneurship.
- TTM Leadership Development Program, TTM Associates.