

# Ahmad Alshathri

COMMUNICATIONS EXPERT

## Details

Riyadh, North Maathar, 11564,  
Saudi Arabia  
0556090440  
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DATE OF BIRTH

October 4, 1991

NATIONALITY

Saudi

[LinkedIn](#)

## Skills

Communications and Marketing

Market Research

Client Servicing

Social Media Marketing

Marketing Campaign  
Execution/Management

Business Analysis and Research

Conceptualization

Copywriting

Teamwork

Presenting

Market Research

Client Servicing

Project Management

Social Media Marketing

Copywriting and  
Conceptualization

## Languages

English (fluent)

Arabic (native)

## Profile

### Professional Summary

I am a results-driven marketing and strategic communications professional with a strong passion for innovation, storytelling, and engagement. With a proven track record in developing and executing effective communication strategies, I enhance organizational visibility, strengthen stakeholder relationships, and drive key business objectives. I thrive in fast-paced, diverse environments and highly value collaboration with cross-functional teams to deliver creative and impactful campaigns. Known for enthusiasm, adaptability, and approachability, I am committed to continuous professional growth and to making meaningful contributions to organizational success.

## Employment History

### Communications Expert at The Public Investment Fund

2021 – PRESENT

Played a central role in shaping PIF's Corporate Affairs Division during its expansion, establishing effective public relations and communications frameworks. Built and led the Portfolio Companies Communications team from one to over ten specialists, ensuring unified messaging and strong stakeholder engagement for all subsidiaries. Acted as main liaison for Vision Realization Project initiatives, developing and executing annual communications plans that aligned PR goals with organizational objectives. I went on to manage major communication projects with senior government entities and cross-functional teams, providing strategic media, crisis, and stakeholder communications guidance to strengthen the fund's public image.

### Consultant at Hill + Knowlton Strategies, Riyadh

2019 – 2021

Joined Hill+Knowlton Strategies during Saudi Arabia's expansion, quickly earning recognition for public relations and strategic communications expertise. Developed and led PR campaigns and materials for major clients such as King Abdullah Financial District, Davos, Huawei, Misk, and NEOM, advising on media relations, reputation management, and stakeholder engagement. Led research, created content, and managed crisis communications to ensure consistent messaging and strong media coverage. Demonstrated effective leadership by enhancing brand reputation and delivering measurable client results.

### Communication Executive at Leo Burnett, Riyadh

2017 – 2019

At Leo Burnett, I specialized in public relations and strategic communications for clients across various sectors in Saudi Arabia. I developed and executed ATL and BTL strategies focused on media relations, reputation management, and messaging for integrated campaigns featuring video, animation, radio, and social media. Working with cross-functional teams, I consistently delivered effective PR solutions beyond standard client servicing. My skills include copywriting for press releases and thought leadership, audience-focused social media management, creative campaign conceptualization, planning, market research, and crisis communications.

### Trainee at Ogilvy, Riyadh

2017

Completed a 7-month internship at Ogilvy Riyadh, supporting daily operations and PR initiatives for a leading marketing and public relations agency. Rotated through Client Servicing, Digital, and Creative departments, focusing on integrated communications and media relations. Contributed to major client pitches, including a new business win, gaining experience in brand reputation management, stakeholder engagement, and strategic content development.

### Freelance Marcom Services at Various, Riyadh

2014 – 2017