

Dr. Mahana Aba Alkhail

Public Relations, Corporate Communications & Writer

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📍 Riyadh, Saudi Arabia ♂ Male

SUMMARY

- 17 years of diversified experience in public relations, corporate communications and management.
- Proven ability to develop and implement integrated communication strategies that encompass PR, marketing, and communications.
- Skilled in analyzing and reporting on the effectiveness of communication strategies using key performance indicators (KPIs).
- Leverage a data-driven approach to inform stakeholder decisions and maximize outreach efforts.
- Experienced in managing the creation of marketing materials, including press releases, digital content, and corporate publications.
- Oversee digital presence and direct comprehensive social media strategies to enhance engagement.
- Accomplishments include leading high-impact PR campaigns, streamlining content creation processes, and developing communication strategies.
- A track record of delivering measurable results for global brands through strategic communications and PR initiatives.
- Extensive expertise in public affairs and strategic positioning, ensuring messaging resonates with both local and international audiences.

EXPERIENCE

Director of Public Relations & Communication

Ministry of Education 📅 2025 - Present 📍 Riyadh, Saudi Arabia

- **Communication Management:** Built and delivered a corporate communications strategy mapped to the Ministry's priority objectives.
- **Public Relations Management:** Led end-to-end PR planning and execution to enhance the Ministry's public standing.
- **Campaigns:** Led the media campaign for the Ministry's flagship platform.
- **Partnership Development:** Collaborated with private sector and NGOs to support and scale educational projects.
- **Stakeholder Engagement:** Aligned messaging to strengthen communication channels ministry-wide.
- **Change Management:** Led change management for the Ministry's transformation, securing stakeholder alignment and adoption.
- **Press Release:** Writing press releases ensuring accuracy and consistency.
- **Content Creation:** Lead creation of multi-platform content to elevate visibility and audience interaction.

Senior Manager of Public Relations, Communications & Writer Editor

Saudi Aramco 📅 07/2022 - 01/2024 📍 Saudi Arabia

- **Public Relations Management:** Delivered PR campaigns that lifted awareness and sentiment scores.
- **Communications Management:** Led communications programs that advanced priority objectives and measurable outcomes.
- **Campaigns:** Delivered goal-aligned campaigns that increased reach and conversion.
- **Crisis Management:** Led crisis communications, maintaining trust and reducing negative sentiment.
- **Content Optimization:** Achieved +25% engagement after implementing SEO audits, fixes, and keyword strategy.
- **Stakeholder Engagement:** Aligned stakeholder messaging, improving clarity and engagement.
- **Analytics:** Implemented KPI framework and dashboarding, improving PR performance tracking.
- **CSR Communications:** Integrated CSR storytelling into communications, boosting credibility and goodwill.
- **Agency Management:** Streamlined agency processes, reducing brand deviations and improving time-to-quality.
- **Reputation Management:** Monitored sentiment and media, reducing negative coverage and improving SOV.

STRENGTHS

Public Relation Management
Communication Management
Marketing Management
Crisis Management
Social Media Management
Campaign Management
Content Creation Management
Change Management

KEY ACHIEVEMENTS

Led Aramco GDA International Conference event in the Kingdom of Bahrain
Spearheaded Aramco Awareness Campaign
Produced a newsletter reaching 10,000 employees, boosting internal engagement by integrating insightful content with Aramco news
Spearheaded a media campaign for a major platform within the Ministry of Education
Designed and implemented change management strategies to facilitate business transformation within the Ministry of Education

CERTIFICATION

Public Relations Manager
Saudi General Authority for Media Regulation
Digital Media Manager
Saudi General Authority for Media Regulation
Project Management Professional [PMP]
Project Management Institute [PMI]
Risk Management Professional [RMP]
Project Management Institute [PMI]
Professional Business Analysis [PBA]
Project Management Institute [PMI]
Six Sigma Black Belt
Council for Six Sigma [CSSC]
Corporate Communication Strategy
Chartered Management Institute (CMI)
Communication Strategy
Leaders Excellence Harvard Square
Communication Skills for Business
Certiport

EXPERIENCE

Manager of Public Relations & Corporate Communications

Engineering Development Center (EDC)

📅 07/2012 - 06/2022 📍 Riyadh, Saudi Arabia

- **Leadership:** Led and mentored 15-member team, fostering creativity.
- **Digital Marketing:** Boosted ROI by 50% through digital transformation.
- **Stakeholder Relations:** Built strategic partnerships with media, investors.
- **Crisis Management:** Led effective communication during crises, reducing risks.
- **Content & Brand:** Streamlined content creation for coherence and quality.
- **Market Research:** Conducted research for consumer insights.
- **Budget Management:** Managed budget, reducing costs by 20%.
- **Social Media:** Aligned social media strategy with company objectives.
- **Strategy Development:** Executed a communication strategy aligning with business goals.

EDUCATION

Doctorate in Public Relations - DPR

Cambridge College

Master of Business Administration - MBA

East London University

Higher Diploma in Project Management

Saudi Electronic University

📅 Present

Master of Public Relation & Marketing - MPRM

London College

Bachelor's Degree in Public Relations & Communications

King Abdelaziz University, College of Media

Diploma of SEO Content Writing

College of Media and Publishing

PUBLICATIONS

Effect of the Kingdom's Vision 2030 on the media (Book)

King Fahad National Library

Corporate Communication Strategies (Book)

King Fahad National Library

A Guide to Strategic Public Relations (Book)

King Fahad National Library

AWARDS

Shield of Honor

Saudi Aramco (Organizing GDA International Conference)

Appreciation Certificate

Saudi Aramco (Leading the Awareness Campaign)

ASSOCIATIONS MEMBERSHIPS

Public Relations Society of America | PRSA |

Canadian Institute of Mass Communication | CIMC |

Saudi Society for Media and Communication | SSMC |

CERTIFICATION

Marketing Communication Manager

American Institute of Business & Management |AIBM|

Mass Communication Professional

Canadian Institute of Mass Communication |CIMC|

Professional Communication Management

UNICAF University

Marketing Management

University of California, Riverside (UCR)

Marketing Management

American Marketing Association |AMA|

CBP-Crisis Management in Public Relations

International Business Training Association (IBTA)

Public Relation Professional

American Institute of Business & Management |AIBM|

Public Relations Manager License

GSAAA

Public Relations Manager Certified

GSAAA

Media and Public Relations Manager

Management and Strategy Institute |MSI|

Certified Manager

Institute of Certified Professional Manager

Media Monitoring

Meltwater

Media Relations

Meltwater

Google Analytics

Google

Media & Public Relations Consultant

IAP Career College

PROJECTS

National Platform for Unified Admission - Ministry of Education

📍 Riyadh, Saudi Arabia

Communication Theme Development Project - EDC

📍 Riyadh, Saudi Arabia

LANGUAGES

Arabic

Native

English

Proficient