

IBRAHIM ALMOSALLAM

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Public Relations & Corporate Communication Professional

Ambitious and results-driven communication strategist with 8+ years of experience in **public relations, digital media, and strategic communication** across government and development sectors. Transitioned successfully from a banking background to the communication field, leveraging strong interpersonal and analytical skills to build a career in PR and strategic communication. Skilled in **campaign management, content creation, stakeholder engagement, and conflict resolution**, with proven expertise in leading initiatives that enhance organizational visibility and impact. Adept at building cross-cultural communication strategies, supervising high-performing teams, and representing organizations at national and international levels.

Areas of Expertise

- Strategic Communication & PR
 - Digital Media & Social Media Management
 - Stakeholder Engagement & Networking
 - Marketing Campaigns & Branding
 - Content Development & Media Production
 - Conflict Resolution & Negotiation
 - Research & Data Analysis
 - Project & Performance Management
 - Public Speaking & Persuasion
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Work Experience

Public Relations & Corporate Communication Manager

Responsible for developing and executing media and communication strategies supporting Saudi-led development projects in Yemen.

Key Responsibilities

- ✓ Designed and executed multi-channel marketing communication strategies.
- ✓ Represented SDRPY as official delegate in **field missions** to assess needs in health, transportation, and education.
- ✓ Managed and supervised content creation for **Twitter, Facebook, LinkedIn, and official websites**, achieving consistent growth in engagement.

- ✓ Drafted and published press releases, speeches, and PR materials for high-profile events.
- ✓ Conducted international and local media monitoring, delivering **weekly analytical reports** on sustainable development.
- ✓ Directed analytics to measure effectiveness of digital campaigns.
- ✓ Led a cross-functional digital media team of 6 members, ensuring content quality and alignment with strategic goals.

Key Achievements

- A major milestone in 2024 was achieving a digital media reach of 911 million.
- Boosted SDRPY Twitter engagement by 40% in two years, reaching over 2M impressions monthly.
- Strengthened SDRPY's international visibility by expanding media coverage to more than 15 outlets.
- Produced data-driven reports that informed decision-making for development projects.

Other Projects

- Coordinated media coverage for official visits and press conferences.
- Oversaw production of **documentary-style videos** showcasing development outcomes in Yemen.
- Established partnerships with Yemeni media outlets to extend SDRPY's reach.

Social Media Supervisor

Saudi Energy Efficiency Center | 2017 – 2018

Key Responsibilities

- ✓ Developed and managed social media strategies aligned with brand identity.
- ✓ Created and edited engaging content across multiple platforms.
- ✓ Monitored and analyzed performance metrics, optimizing campaign effectiveness.
- ✓ Responded to inquiries and engaged with online audiences.

Key Achievements

- Successfully launched energy awareness campaigns reaching over 500K viewers.
- Improved brand engagement by 30% through targeted and creative campaigns.

Other Projects

- Designed motion graphics and infographics to simplify technical energy topics.
- Coordinated event coverage for sustainability workshops.

- One-year assignment focused on establishing the center’s digital presence and laying the foundation for long-term strategy.
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Bank Officer – Sales

Banque Saudi Fransi | 2005 – 2008

Key Responsibilities

- ✓ Promoted banking services and managed client relationships.
- ✓ Met and exceeded sales targets consistently.

Key Achievements

- Ranked among the top-performing sales officers in Riyadh branch.
 - Expanded customer portfolio through personalized financial solutions.
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Education & Certifications

Bachelor of Communication – South Oregon University (SOU), USA | 2012 – 2016

- Emphasis: Conflict Resolution
- Research Project: *Social Media Influence in the Middle East*
- Pursued preparatory studies and professional development before joining SOU in 2012.

Certificate in Conflict Resolution – SOU | 2015

Professional Development

- Attended multiple workshops on digital media, sustainable development communication, and PR strategies (2018–2023)
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Languages

- Arabic: Native
 - English: Fluent
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Additional Information

- Represented SDRPY in **official missions to Yemen** with government and international organizations.
- Skilled in Microsoft Office, media production, and film producing.
- Experienced in policy communication, cross-border PR, and crisis management.

