



ABDULAZIZ ALHEJJI

Executive Leader in Marketing & Communication

CONTACT

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EDUCATION

- Master of Sport Administration - Gonzaga University, USA 2014
- Bachelor of Business Administration - King Saud University, Saudi Arabia 2009

PROFESSIONAL SUMMARY

Executive Leader in Communications, Marketing, & Events with over 16 years of experience driving strategy, leading campaigns, and managing cross-functional teams. Known for crafting impactful content that elevates brands, engages stakeholders, and builds trust through powerful storytelling.

PROFESSIONAL EXPERIENCE



Al-Ahli Club Company

| May 2025

Communication, Marketing, & Events Director

- **Directed Campaigns:** Managed high-profile media campaigns, ensuring brand consistency and message clarity across all channels.
- **Content Leadership:** Oversaw creation of bilingual (Arabic/English) press releases, reports, speeches, talking points, and executive communications.
- **Team Leadership:** Built and mentored high-performing teams, fostering a culture of creativity and accountability.
- **Stakeholder Engagement:** Strengthened relationships with media, influencers, and key opinion leaders to amplify organizational reach.
- **Digital Transformation:** Introduced the new application to boost engagement and streamline content delivery.
- **Event & Campaign Execution:** Directed end-to-end coverage for major events, sponsorship activations, and public announcements.



Tourism Development Fund - TDF

| 2024 - April 2025

Head of Corporate Communication & Marketing

- **Develop and implement communication strategies:** Enhancing brand positioning and corporate reputation across multiple markets.
- **Manage executive profiling** including CEO positioning, media training, and preparation for high-level corporate appearances.
- **Direct PR, social media, and paid media teams** ensuring consistent messaging and optimized audience engagement.
- **Oversee content creation** for press releases, reports, and campaigns in both Arabic and English, ensuring clarity and impact.
- **Strengthen stakeholder relationships** leveraging media partnerships and KOL engagement to maximize visibility and influence.

DIPLOMA & CERTIFICATIONS

- Certification in International Executive Management – Frankfurt School of Finance & Management, Germany 2024
- Diploma in Coaching - Institute for Integrative Nutrition, USA 2021
- Certified Trainer - Carnegie Institute, USA 2016
- Professional Diploma in Major Events Management - Josoor Institute Certified by Georgetown University, Qatar 2015

KEY SKILLS

- Strategic Planning & Execution
- Executive Profiling & Positioning
- Media Relations & Campaigns
- Team Building & Leadership
- Creating & Managing Content
- Crisis Communication
- Social Media Management
- Digital Marketing & Content Innovation
- Automation & Digital Solutions
- Partnerships
- Public Appearance
- Negotiations
- Decision Making
- Events Planning, Communication, & Activation

PROFESSIONAL EXPERIENCE

 | 2017 - 2024

Content Manager - 2021 - 2024

- Managed the planned, developed, and executed communication strategy, guidelines, and PR campaigns aligned with corporate objectives.
- Managed media plans, press content, and podcast production to enhance brand visibility and thought leadership.
- Directed cross-functional teams to deliver integrated communication initiatives across multiple platforms.

Partnerships Activation - Project Manager - 2017 - 2021

- Managed and activated partnerships rights for high-profile sports and public events, including National team, League, Real Madrid, Manchester United, Dakar Rally, tourism seasons, and festivals.
- Coordinated end-to-end communication and event coverage, ensuring brand presence and audience engagement



Saudi Professional League - SPL

| 2014 – 2017

Marketing Manager - 2015 - 2017

- Led league-wide sponsorship activations and supported club marketing initiatives to maximize exposure and ROI.
- Negotiated and managed partner deliverables, ensuring compliance with sponsorship agreements.
- Coordinated marketing campaigns and league events, increasing fan engagement and commercial value.

Marketing Specialist - 2014 - 2015

- Reviewed and enforced sponsor contracts to ensure rights were applied and delivered accurately.
- Supported sponsorship activation and league marketing operations.
- Reporting and analysis of sponsorship performance and audience reach.

 Saudi Broadcast Corporation

| 2009 - 2012

Radio & TV - Writer & Host

- Planned, scripted, and presented radio and TV shows with a focus on sports and community topics.
- Coordinated with production teams to deliver engaging, high-quality broadcast content.
- Built audience engagement through interactive segments and consistent on-air presence.

PERSONAL INTERESTS

Sports and wellness advocate, passionate about promoting a balanced lifestyle. Reached the summit of Mount Kilimanjaro, symbolizing my commitment to life, perseverance, and living in harmony.

PROFESSIONAL ACHIEVEMENTS

- Led 3 integrated Marketing & Corporate Communications strategies, aligning brand positioning, stakeholder narratives, and multi-channel activation.
- Managed 200+ high-impact campaigns and content initiatives, driving engagement growth and strengthening brand reputation.
- Established and led Communications, Marketing, Events, & Media teams for 4 organizations across multiple sectors, enabling scalable execution and strategic alignment.

AI-Ahli:

- Successfully launched the new brand campaign, increasing audience engagement and overall brand satisfaction. Then planned and directed the brand launching event, that gathered more than 300 VIP guests.
- Transformed the media department into a revenue-generating function, introducing monetization strategies and partnerships that contributed to the club's commercial growth.

TDF:

- Spearheaded a comprehensive communication strategy that increased media coverage and brand visibility across national and regional platforms.
- Built and led a cross-functional communication team, improving campaign efficiency and stakeholder engagement by over 30%.

STC:

- Directed Corporate Communication Strategy project and Managed PR and media campaigns that boosted brand awareness and customer engagement during major national events.
- Successfully activated sponsorship rights for local & global partners including Saudi National Team, Real Madrid, Manchester United, Formula E, Tourism Seasons, etc maximizing ROI and strengthening brand association.

SPL:

- Negotiated and managed SPL LED sponsorships, resulting in increased revenue streams for 10 clubs by over 50% and improved club support during the 2016-2017 season, generating more than SAR 10M.
- Led the stadium development program (2015-2017), resulting in a significant increase in stadium attendance and directly contributing to higher SPL club revenues.

SBC:

- Wrote and managed more than 5000 pieces of content, during my hosted and presented news, TV & radio shows, building engaging content from concept to on-air delivery.
- Developed engaging program formats, increasing audience participation, and creating a loyal recurring listener.