

SAHAR AL ANBAR

Strategic Planning/Content development/Stakeholders Mapping/Media Planning.
Creativity/Research & analysis/ /International protocol/Multilateral diplomacy.

BIO

Experienced professional in Communications, Public Relations, and Marketing, boasting over 15 years of expertise. My specialty lies in crafting and implementing effective communication strategies for a wide range of organizations, both locally & regionally. Currently, I serve as a Communication Manager at [NEOM](#), a key project in Saudi Arabia's Vision 2030, focused on diversifying the country's economy.

I bring strong skills in political diplomacy, protocol, and international relations to my role.

Date of Birth: 18 Feb, 1983.

COLLEGE DEGREE

- B.A. 2005. King Saud Uni, Saudi Arabia
- Currently Studying: Professional PR Diploma. Chartered Institute of Public Relations [CIPR](#)-London (Online)



CONTACT

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EXPERIENCES

* **Communications Manager**, 2021 - Current

NEOM -Saudi Arabia

Supporting media & communication activities on internal and external level to achieve the company's strategic communication goals.



Programs within scope of work:

1- Thought leadership program.

Leverage storytelling techniques, effective brand positioning, and qualitative content featuring NEOM's experts to effectively communicate ideas, opinions, and insights to targeted audiences.

2- Reputation Excellence

Identifying and exploring the most suitable public platforms for NEOM to invest/participate in.

3- Media Relations

Engage in informative and educational activities fostering discussions between NEOM and journalists/editors from various news media outlets.

4- Crises Communications

Address negative publicity proactively, working to bolster NEOM's reputation on both local and international stages through strategic initiatives.

Daily tasks include:

- Develop 360 communication plans to amplify NEOM announcements, projects and partnerships.
- Co-establish NEOM's Press Office by creating a strategy, playbook, guidelines, and service level agreements (SLAs).

LANGUAGES

- English| Fluent Speaking & writing
- French| Intermediate
- Arabic| Mother tongue

- Support media relations activities, including identifying media opportunities, preparing press releases, and fostering relationships with journalists both locally & internationally.
- Lead engagement efforts for the C-suite team at local and international events.
- Assist in the planning and execution of annual media training for spokespeople.
- Develop media and communication programs aligned with the company's perception audit and department KPIs.
- Co-develop a content calendar and department roadmap on an annual basis.
- Assist in writing and proofreading editorials for leadership communications.
- Coordinate and manage media events such as fam trips, launches, press briefings and roundtables.
- Co-Develop talking points and speeches for leadership team members.
- Oversee PR agencies and monitor the implementation of SLAs.
- Co-develop crisis communication plans and initiatives to address negative publicity.
- Lead coordination efforts with external stakeholders for planning and managing shared events (Gov\Semi Gov & Partners).
- Support internal comms activities.

*** Media & Strategic Communications Manager 2014 -2021**



Gulf Cooperation Council- Saudi Arabia

Lead the development of the strategic communication and media plans in alignment with subsidiaries and related Ministries in the GCC states to achieve the strategic communication objectives.

Daily tasks include:

- Develop various shape of content including press releases, statements and articles.
- Develop communication plans and programs aimed at increasing media reach of the council.
- Build and maintain relationships with media outlets to secure positive press coverage and manage media inquiries.
- Pitch media interviews in accordance with the content calendar.
- Oversee marketing/PR agencies & monitor implementation of SLA's.
- Establish media partnerships with mutual stakeholders including gov Ministries across the GCC states.
- Manage reputation excellence including identifying and exploring the most suitable public platforms for NEOM to invest\participate in.
- Lead the council's events from comms perspective.
- Align with internal & external stakeholders on media plans, including Gov\Semi Gov & Partners).
- Develop RFP's in alignment with the legal and procurements depts.
- Oversee the corporate social media platform.

*** Head of News & Media Relation| GCC Council**



Gulf Cooperation Council- Saudi Arabia

Lead media aspects for the Council's including content development, events management and management of own social media channels

* News Editor| GCC Council

Gulf Cooperation Council- Saudi Arabia



Support media aspects of HE the Secretary General of the GCC, including writing press releases, political statement and reputation excellence.

* Account Executive 2011 - 2013

Saudi Arabia

Greenish Communications Group



Support the development of content and communication plans for the agency's accounts (Gov, semi gov and privet).

Daily tasks include:

- Co-develop marketing and communication plan for senior accounts such as Rotana Group, Saudi Cement Company and Ministry of Health.
- Build and maintain relations with the clients.
- Understand media landscape for assigned accounts to advise on engagements accordingly.
- Write briefs to internal creative team to develop required materials.
- Support clients with assessing media engagements from comms perspective
- Support development and execution of plans and other comms materials.
- Develop content in various shapes including press releases, presentations and SM content.
- Handle media relations for assigned accounts.

* PR Coordinator, 2007 – 2010

Rotana Media Group



Support the corporate comms activities & PR campaigns.

KEY PROJECTS "ACHIEVED"

1

➤ OXAGON Paid PR Campaign

Spearheaded a targeted media campaign with paid media, amplifying the launch of OXAGON, NEOM's second largest announced project after THE LINE. The campaign garnered extensive coverage across diverse media outlets both online & offline.

Key milestones:

Developed and published:

25 Articles & 6 specialized Reports

+60 divided into content in different shapes.

Example:

[رئة الصحراء على شاطئ البحر الأحمر - صحيفة ... "أوكساجون"](#)

[\(maaal.com\)](#)

[التي أعلن عنها "أوكساجون" أبرز تفاصيل مدينة نيوم الصناعية](#)

[\(argaam.com\)](#) اليوم - فيديو

2

➤ [Rotana Channels \(Munahi-مناحي\)](#) PR Campaign

During my work at Rotana. I Led a groundbreaking media campaign to promote the Saudi film (Munahi-مناحي) which was back then the 1st ever campaign to promote the comeback of cinema in Saudi Arabia

❖ Key milestones:

- Attendees: Over 2500 in 10 days across Saudi Arabia
- Media reach: 40 local & regional Hit including tier1/2/3/newswire.

[جماهيرية «مناحي» هل تفتح باب دور السينما في المملكة -](#)

[\(okaz.com.sa\)](#) أخبار السعودية | صحيفة عكاظ

3 ➤ NEOM Arabic Spokespeople Media Training

Co-Led the NEOM Arabic Spokespeople training, a key project in NEOM aimed at enhancing NEOM's media presence and convey NEOM's key messages to targeted audiences. The program offered specialized media training for NEOM's trusted subject matter experts to help them in becoming official spokespeople when engaging with media and public platforms.

Key milestones:

Train 5 Sectors Heads

Train 6 Mid-level leaders

4 ➤ GCC Council at [Expo 2020 Dubai](#)

Planned and delivered all aspects of media for the GCC council's participation "Pavilion"- at EXPO 2020 Dubai, including budgeting, creative, managing SLAs, and coverage on owned and earned media.

Key milestones:

- Obtained appreciation cert from HE the Secretary General of the GCC
- + 40 local/regional media coverage
- GCC pavilion wins the Bronze Award for Best Architecture

[GCC Pavilion wins the Bronze Award](#)

5 ➤ [NEOM](#) Media Relation Program: On going

Lead the development of a media relations program that aimed at elevating the NEOM profile, building and managing reputation.

The program will be conducted through 3 phases to ensure proper establishment of relationship with media and to prioritize resources

Key milestones include:

Engaging with:

- +30 tier 1 local/regional media & opinion leaders
- 10 international tier 1 & trade outlets
- Generate: + 30 specialized positive/natural reports and articles

6 ➤ GCC States Comforting Covid-19 Crises

I was a member of a higher committee representing the Communication Department to document the countless efforts the GCC states paid in different fields to address the covid-19 crises and reduce its repercussions.

Key milestones:

- + 200 scenarios and activities were documented.
- + 20 hard and soft copies were disseminated to Ministers offices across GCC states.

PROFESSIONAL TRAININGS

Including but not limited to:

- Media Relations in the Digital Era. Cert: Chartered Institute of Public Relations "CIPR"| London
- Writing with Impact. Cert: Chartered Institute of Public Relations "CIPR"| London
- International Protocol. Cert: The Protocol School of Washington
- Editorial Skills. Cert: Al Jazeera Institute for Media| Qatar
- Multilateral Diplomacy. Cert: United Nations| US
- European Union Functions. Cert: European Union.
- Handling Media Interview. Cert: Chartered Institute of Public Relations "CIPR"| London
- Crises Communication. Cert: Chartered Institute of Public Relations "CIPR"| London
- High Performing PR leader. Cert: Chartered Institute of Public Relations "CIPR"| London
- Public Speaking & Presentation. Cert: Chartered Institute of Public Relations "CIPR"| London
- Women in Leadership. Cert: Percipio| Online learning
- Events Management. Cert: In house