

Abdullah Fahad Alarfaj

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CAREER OBJECTIVE

Impact-driven Communications and Public Relations Strategist with over 10 years of hands-on success in crafting narratives that move audiences, managing multi-stakeholder projects, and positioning brands at the forefront of public attention. Recognized for turning complex initiatives into clear, engaging stories that resonate across traditional and digital media. I bring a rare blend of strategic insight, operational precision, and creative leadership — capable of elevating institutional presence, building lasting partnerships, and delivering measurable value. I seek a senior-level role where I can grow professionally while contributing to the development and strategic growth of the organization I serve.

EXPERIENCE

Communication & Marketing Manager
Housing Program – Vision 2030

Apr 2025 to Present

Riyadh

PMO Associate Director
Foaj Communications Group

Jul 2024 to Apr 2025

Riyadh

Head of Client Experience
Vibelab Agency

Jan 2024 to Jul 2024

Riyadh

- Head of PMO
- Digital platforms tools
- Events management.
- Selecting and creating content and highlighting the most prominent achievements.
- Governance of the department's strategic planning.
- Preparing monthly, quarterly and annual reports.
- Media appearance.
- Team leadership.
- Campaign planer.
- Preparing key performance indicators for the clints projects.
- Follow-up and monitor the performance of internal and external parties in projects.
- Preparing projects follow-up reports and providing support when needed to all parties.
- Contribute to the preparation of work plans, targets and governance of work procedures.
- Digital media campaigns

Account Manager
Ministry of Municipal and Rural Affairs and Housing (MOMRAH)

Jun 2023 to Jan 2024

Riyadh

- project management.
- Event management.
- Selecting and creating content and highlighting the most prominent achievements.
- Governance of the department's strategic planning.
- Preparing monthly, quarterly and annual reports.
- Media appearance.
- Team leadership.
- Campaign planer.
- Preparing key performance indicators for the ministry's projects.
- Follow-up and monitor the performance of internal and external parties in projects.
- Preparing project follow-up reports and providing support when needed to all parties.
- Contribute to the preparation of work plans, targets and governance of work procedures.

**Senior Corporate Communication Marketing & Sales
Migdam Company (Rakaa Trading holding Co)**

**Feb 2023 to Jun2023
Riyadh**

- Marketing department structure .
- Structuring a strategic marketing plan that fits the opening timeline.
- Managing social media accounts.
- Coordination with partners abroad to harmonize business.
- Developing a pre-sales plan.
- Campaign planer.
- Recruiting the work team & training the work team.
- Setting the monthly and annual target and creating the conditions to achieve the target.

**Operation Manger
ARMAH COMPANY**

**Sep 2022 to Feb 2023
Riyadh**

**Corporate Communication & Marketing Specialist
Saudi Railway Company (SAR)**

**Jun 2022 to Sep 2022
Riyadh**

- Digital Marketing
- Campaign
- Digital Media Reports

**Regional Manager
Aqtab international Company**

**May 2018 to Jun 2021
Riyadh**

**Sales Executive
Leejam Company**

**Apr 2017 to Aug 2017
Riyadh**

**Customer Service
Virgin Middle East**

**Jan 2015 to Apr 2017
Riyadh**

EDUCATION

**Bachelor of Arts in the field of Mass Communication -Public Relation
King Saud University - Aug-2022**

TRAINING & CERTIFICATIONS

Cyber security awareness course	Rawam – SAR	Aug 2022
Cyber security sciences	Digital Ocean .	Aug 2021
Sales Courses	Leejam	Apr 2017
Innovation approaches to life	Ministry of Education	Apr 2016
Code of ethics for dealing with technology	Technical & vocational Training corporation.	Oct 2016

SKILLS & Tools

Leadership | MS Office | Accuracy in time | Quick learning | Social intelligence | Team working. | Problem solving | Critical thinking | Flexibility | Observation | Data analysis | Meltwater | Sprout | AutoCAD | CRM | Asana

LANGUAGES

Arabic

English