

Haneen Alhefdhi

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Professional Summary

Strategic Communication Manager with 9+ years of experience in content development, stakeholder engagement, and integrated communication strategy, with expertise in data-driven narratives and AI-powered tools. Managed stakeholder relations and strategic alignment across government entities, resulting in a 15% increase in social media engagement. Directed international communications for Saudi Arabia's G20 presidency, securing interviews with Tier 1 international media outlets and generating 800K+ impressions across social media channels.

Professional Experience

Confidential – Center of Government | Strategic Communication Manager | Apr 2023 – Present

- Directed end-to-end communications strategy for national-level initiatives, managing a team and cross-functional coordination across departments.
- Led the development and rollout of a multi-channel communications campaign that enhanced brand trust and increased domestic audience optimism by 13 points.
- Spearheaded the development of four critical strategic communications documents presented to senior leadership, which shaped key policy decisions and ensured alignment with organizational objectives, while also being the sole representative.

Confidential – Center of Government | Senior Strategic Communication Specialist | Apr 2021 – Apr 2023

- Managed stakeholder relations and strategic alignment across government entities for two Vision 2030 programs, resulting in collaborative outcomes that increased social media engagement rates by 15%.
- Pioneered research-based narratives and inventive storytelling for the Non-Profit Development Center's corporate communications, attracting 200k website visitors and boosting public involvement by 25%.
- Revamped communication strategies for eight government entities, resulting in a 4% rise in overall awareness of vision 2030.

Saudi G20 Secretariat | Media and Communication Specialist | Nov 2019 – Mar 2021

- Directed international communications for Saudi Arabia's G20 presidency; crafted strategic plans, official statements, and impactful media materials generating 800,000+ impressions across social media channels.
- Spearheaded international media strategy for four ministerial meetings and a high-profile press conference, securing 200,000+ positive mentions and enhancing Saudi Arabia's G20 presidency reputation globally.
- Orchestrated three exclusive interviews with Tier 1 international media outlets; delivered media training, built rapport with journalists, securing 200K mentions regarding KSA G20 presidency.

National Cybersecurity Authority | Communication Specialist | Nov 2018 – Nov 2019

- Orchestrated the launch of a new communications department, establishing core messaging and branding guidelines adopted organization-wide.
- Executed 9+ industry-focused events and meetings with high attendee satisfaction; fostered positive relationships with international delegates and government officials, strengthening stakeholder engagement.
- Spearheaded the branding and communications strategy for the first Global Cybersecurity Forum, resulting in over 500 positive media mentions and establishing the event as the premier cybersecurity gathering.

Saudi Technology Development and Investment Company (TAQNIA) | Communication Analyst | Dec 2016 – Nov 2018

- Developed a centralized B2B communication plan for 12 subsidiaries at TAQNIA, launching the company's website and social media presence, and establishing core messaging that improved inter-subsiary collaboration.
- Coordinated and facilitated 7 internal community engagement events within 12 TAQNIA subsidiaries, achieving a 20% increase in positive employee feedback regarding internal communications.
- Cultivated strong relationships with vendors, agencies, and internal stakeholders, ensuring brand consistency and reduced vendor costs by 15%.

Education

King Abdulaziz University | Bachelor of Public Administration - Organizational Development | Jeddah | 2016

Certifications and Training

- Certificate in "Data Science and AI for Executives" – London School of Economics –2024
- Bloomberg Journalism Training Program – Dubai, UAE – 2018
- Writing for Communications and Public Relations – London International School of Communication – 2018
- Data Foundations Nanodegree – Riyadh, Saudi Arabia – 2018
- PMP Training Course – SAC Training, Riyadh, Saudi Arabia – 2016

Skills

Brand Management: Brand Strategy, Multi-channel Campaigns, Agency Partnerships, Stakeholder Engagement, Cross-Functional Collaboration

Strategic Communication: End-to-End Communications Strategy, Stakeholder Relations Management, High-Profile Advocacy

Analytics & Tools: SQL, Tableau, CARMA, Brandwatch, Meltwater, Lucidya, AI applications

Languages

- Arabic: Native
- English: Full Professional Proficiency