

Omar Almugairiy

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Summary

Dynamic and results-driven professional specializing in Public Relations, Marketing, Business Development, and Strategic Partnerships. With proven experience in building strong corporate relationships, enhancing brand reputation, and driving strategic growth, I excel at connecting organizations with their target audiences and identifying new market opportunities. Skilled in developing creative communication strategies, managing stakeholder engagement, and establishing strategic partnerships that strengthen both brand presence and business performance. Passionate about innovation, collaboration, and delivering impactful results that align with organizational goals.

Professional Experience

Group Manager – Public Relations & Business Development

Skop Holding | Oct 2025 - Present

- Develop and implement strategic business growth plans to enhance the group's market position and achieve sustainable expansion.
- Lead the identification, negotiation, and management of strategic partnerships that drive mutual value and long-term collaboration.
- Oversee the group's public relations and corporate communications strategies, ensuring alignment with business objectives and brand identity.
- Manage integrated media and advertising campaigns, from concept development to execution, to strengthen brand visibility and engagement.
- Build and maintain strong relationships with key stakeholders, partners, and industry leaders to support the group's growth initiatives.
- Collaborate with executive management to design and execute business development strategies that open new market opportunities.
- Supervise communication teams and external agencies to ensure high-quality content, messaging consistency, and timely delivery.
- Monitor market trends and campaign performance to provide strategic insights and data-driven recommendations for continuous improvement.

Public Relations & Communications Manager

MADA | Apr 2025 – Oct 2025

- Lead corporate PR and brand positioning strategies.
- Manage media relations, press releases, and official corporate communications.
- Plan and execute high-impact events and partnership activations.
- Build stakeholder trust and foster long-term professional relationships.
- Support brand messaging across social media and traditional communication channels.

Senior Public Relations & Marketing Communication Officer

Othaim Markets | May 2024 – Apr 2025

- Managed corporate communication channels and enhanced social media presence.
- Created press materials, content, and advertising copy to strengthen brand messaging.
- Directed influencer collaborations and strategic partnerships.
- Ensured consistent corporate messaging and safeguarded brand reputation.

- Developed integrated communication plans supporting business growth and brand awareness.

Communication Officer, Event Planning & Management

Ministry of Health – Support Services Center / Oct 2023 – Mar 2024

- Coordinated public communication and event planning activities.
- Supported media relations and stakeholder engagement initiatives.

Communication Officer, Social Care Department

King Fahad Medical City / Aug 2022 – Dec 2022

- Assisted in corporate communication and PR activities for internal and external stakeholders.

Marketing Executive

Oct 2021 – Sep 2023

- Developed marketing content and collaborated with influencers to increase brand visibility.

VIP Customer Experience Specialist

STC / Apr 2021 – Aug 2021

- Delivered tailored VIP customer engagement and strengthened client relations.

Certifications & Training

- Project Management Professional (PMP)
- Data Analysis Training Course
- Emotional Intelligence Program
- Advanced Effective Communication Techniques
- Press Release Writing Workshop

Education

Bachelor's Degree with Honors

Major: Sociology and Social Work

Imam Muhammad bin Saud University

Technical Skills

- Microsoft Excel, Word, PowerPoint, Outlook
- Report and presentation preparation
- Press material development and media communication
- Social media communication and campaign support
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Core Competencies

- Public Relations Strategy & Media Relations
- Brand Positioning & Awareness
- Stakeholder Engagement & Relationship Management
- Influencer Collaboration & Partnership Development
- Event Planning & Management
- Crisis Communication
- Team Leadership & Collaboration
- Negotiation, Problem-Solving & Flexibility

Languages

- Arabic
- English