

EMTENAN ALYAMI

HEAD OF PR & COMMUNICATIONS

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Riyadh, Saudi Arabia

13+ Years experience in Marketing & Communications, bringing robust backgrounds in devising successful marcom strategies and orchestrating special events and campaigns. Consistent brand communicator with thoughtful portrayal of corporate messaging. Results-driven who excels in crafting compelling narratives that resonate with diverse audiences across Americas & Europe and beyond. Focuses on building channels through consistent messaging and demographic research. Highly adept in authoring speeches, press releases and marketing materials. Detail-oriented team player with strong organizational skills and ability to handle multiple projects simultaneously with a high degree of accuracy.

EDUCATION

KingSaud University(KSU) - English Translation.
Graduated with Honorus.

Arabic



English



French



CERTIFICATIONS

Sep 2019 - Bloomberg Financial Journalism training, Dubai
May 2020 - Hub Spot Academy - Social Media Marketing
Mar 2021 - PwC - Data Booster

SKILLS

- Strong Communication Skills
- Problem Solving
- Result Orientation
- Strategic Planning
- Events/Project Management
- Risk Assessment/Management
- Leadership & Change Management
- Partnerships/Stakeholders Management

WORK EXPERIENCE

Head of PR for Europe & Russia

Saudi Tourism Authority

Dec 2022-Current

- Develop and implement an overarching strategic plan for promoting Saudi Arabia in Europe & Americas.
- Develop and implement market specific strategies to generate visitations and position Saudi as a top-of-mind destination.
- Create narrative and messaging house for each market for each market along with managing each editorial calendar.
- Develop and oversee positioning and outreach strategies for tourism programs, events, and exhibitions.
- Manage opportunities for C-suite positioning, Fahd Hamidaddin, CEO to be positioned as an industry thought leader.
- Organize press fam trips along with other media events (domestically & internationally) such as media events & activations.
- Identify international partnerships opportunities and potential media partners per market.
- Build relationships with key stakeholders, cultural organizations, trade, Government entities, within Saudi and locally in these regions to promote cultural exchange and collaboration between Saudi Arabia and boost conversion.
- Develops and maintains effective business relationships with all relevant internal functions and external entities such as DMOs, DMC etc.
- Collaborate with other stakeholders within STA to define project opportunities.
- Develop and manage annual budgets.
- Identify risks and develop mitigation plans.
- Conduct research and analysis on travel trends and best practices in these regions to ensure that Saudi is staying current and relevant in its cultural/tourist programming.

Consulting Manager

PwC

Jun 2022-Dec 2022

Project design and delivery:

- Worked with the relevant stakeholders to define project opportunities.
- Conducted relevant market research to identify the needs and to engage with prospective partners on various topics depending on the project's needs.
- Collaborated with the partners and Coordinators in identifying the suitable logistics that will enable the client to engage with external audiences.
- Prepared executable project plans.
- Evaluated the projects and coordinated adjustments to the content, if and where needed.
- Managed project execution and internal/external stakeholders to ensure successful completion of projects in line with timelines, budget, and quality standards.
- Established workflows, critical milestones and detailed project execution plan and the development of the project budget and schedule.
- Identified risks, and developed mitigation plans as appropriate to ensure timely execution of projects.
- Monitored and evaluated projects' status, to ensure all on-site activities are carried out as per plan, budgets and within set time schedules.
- Conducted the day-to-day project management activities to ensure that project schedules are maintained and budget any targets achieved.
- Supported in removing any bottlenecks and escalates major roadblocks, where needed.
- Managed the flow of information required from external stakeholders to assure the timely progress of the work.
- Ensured getting final approvals on completion certificates and forward the same for payments by finance, ensuring that all obligations are met as per the contract.
- Ensured the availability of proper processes for effective communication both internally and externally to facilitate information sharing and alignment with project plans and goals.

Others:

- Ensured a proper due diligence exercise is performed for each of the prospective partners in order to safeguard the client and its interests.
- Monitored the performance of the contractors/suppliers to ensure compliance with the agreed contractual terms and conditions.
- Developed and maintains effective business relationships with all relevant internal functions and external entities attending to all critical issues in order to ensure the services required by the organization are delivered in the most effective and efficient manner.

Destination Marketing and Development Lead

NEOM

Jun 2021-Jun 2022

- Led the development of the annual strategy and the implementation plans to achieve the destination KPIs.
- Translated the program's strategy into a coherent plan with identified key results and cascading it across different projects.
- Maintained a detailed project plan for the destination brand & marketing campaigns.
- Oversaw & monitored the overall scope, and building the roadmap & work plan for each project (timelines, budgets, KPIs, deliverables, milestones, and stakeholders involved etc.)
- Utilized resources and managing internal and external contractors and staff throughout project life cycle.
- Built the destination brand identity, destination partnerships and digital presence.
- Led risk planning, identification, evaluation, and development of mitigation plans as appropriate to ensure adequate execution and acting as the escalation point to resolve issues and overcome challenges.
- Build Tourism experiences that integrate technology as part of the highlight of the visitor journey.
- Led the promotion tourism products, activities, and services to ensure the initiatives receive the right level of communication.

Key Achievements:

- Successfully initiated, planned, and implemented two Ad Hoc international events at the same time (WTM London participation & the after-event Dinner gala.)
- Developed & implemented two global Event Management projects which are aligned with the brand's business strategy and led its execution throughout the project cycle.
- (ILTM Cannes Tradeshow participation & the after-event Dinner gala.)
- Developed & implemented a risk management improvement plan and developed a manual that also identifies the public and private collaboration in multiple aspects of procedures and crisis response.
- This resulted in improving the whole Tourism sector divisions' risk management plans by 95% as well as preventing other risks across different sectors such as NEOM Health & Safety.
- Led & successfully managed key projects: Led a critical project in partnership with another governmental entity, MiSK Foundation, throughout all aspects of the project life cycle and ensured all relevant parties are aware of their involvement in each phase of the project.
- Initiated, planned, and launched a promotional plan for two Tourism products, the first ever hotel in NEOM as well as the first ever hiking trails in NEOM, both plans surpassed and consistently maintained the business' goals.

Regional Marketing & Communication Manager

PwC

Jul 2019-Jul 2021

- Developed the KSA marketing and communication annual strategy to well position a distinctive PwC KSA brand in the regional and local market as well as position it as a thought leader & a center of excellence. Worked closely with the KSA Country Senior
- Partner and wider stakeholders of our Riyadh, Jeddah and Al Khobar offices to identify cross-functional goals to help prioritize projects, optimize the use of resources, enhance the benefits to the firm and reduce risks in order to deliver planned results. Led and excused marketing event, sponsorships, and media events and communication programs internally & externally and measured
- performance to best achieve strategic goals. Allocated and controlled resources & managed all third-party creative agencies to produce high quality outputs. Monitored compliance with organizational process and provided improvement plans when needed.
- Measured the effectiveness of marketing campaigns to assess whether the firm is achieving its strategic objectives by providing
- project status reports, weekly status updates, and crisis assessment & management plans.
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Key Achievements:

- Successfully initiated, planned, and launched PwC Middle East Sports Survey and its campaign working closely with global team.
- Led & successfully launched Hemam campaign generating over 1M reach on social channels.
- Managed the initiation, planning and production of a firm-wide global video campaign of the regional offices.
- Exceeded expectations by strongly positioning PwC's share of voice, media exposure, value, and potential reaches, resulting in the firm being ranked first among three other competitors.
- Developed and implemented marketing strategies that brought a 100% completion of the target number participation for the PwC and PMI report, this was in collaboration with PMI and other PwC network entities (UK, USA, and Canada).

PR & Communication Specialist

The Royal Commission for Al Ula

Dec 2018-Mar 2019

- Developed, supported, and promoted the first Winter of Tantora, AlFursan Festival, and AlUla groundbreaking.
- Created media strategies to engage the target audience effectively as well as providing media guidance and instructions.
- Ensured media content and coverage are aligned with RCU identity and messages.
- Assisted with marketing campaigns and built a content strategy to cover off RCU main pillars community, archeology, heritage, and nature.
- Managed influencers & media trips, which covered their itineraries, accommodations and logistics making sure they are fulfilling their purpose to achieve RCU's media strategy.

Line Producer (Fixed Contract)

Telfaz11

Jun 2018-Jan 2019

- Planned and managed the three phases (Pre, during, post) of film production.
- Monitored production costs to keep in line with approved budget.
- Analyzed scripts, determined cost of production and broke down screenplay into schedules.
- Allocated resources: cast and third-party resources, and locations
- Tracked deadlines, deliverables, budget, and managed debriefing sessions to highlight lessons learnt.

Radio Presenter

Rotana media Group

Nov 2014-Jan 2019

- Hosted talk shows, news and entertainment segments for well-rounded radio shows.
- Developed engaging content for listeners and guests, including competitions, interviews and phone-ins.
- Responsible of a variety of tasks such as, marketing, covering special events, presenting News, selecting programs' content, sponsorships, and voice over etc. Interviewed local and international celebrities to raise brand profile and build listener engagement.
- Devised marketing and promotional campaigns to increase ratings and listener base.
- Facilitated live coverage of special events, promotions, and sports matches.