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SUMMARY

With over 10 years of experience in corporate communication and marketing, I specialize in crafting and implementing comprehensive brand strategies that resonate across governmental and private sectors. My role involves managing and supervising numerous campaigns, leading digital marketing efforts, and overseeing events that solidify brand presence and stakeholder relationships. Passionate about corporate social responsibility, I have initiated and guided projects that reflect my company's commitment to community welfare. My strategic approach to branding, combined with a deep understanding of market dynamics, has enabled me to drive significant improvements in brand visibility, stakeholder engagement, and community impact, showcasing a holistic and effective leadership in marketing and communication.

PROFESSIONAL ACCOMPLISHMENTS

- Establish and develop a plan to manage **expected and potential media crises**.
- Project Manager of developing a **communication strategy** of the General Real Estate Authority
- Project Manager of developing a **brand strategy and visual identity** of the General Real Estate Authority
- Managing the records file and achieving more **than 5 records with the Guinness World Records** for Saline Water Corporate Conversion Corporation

WORK EXPERIENCE

2024 -Present
Riyadh, KSA

Marketing & Branding Director **GASCO**

- Develop and implement comprehensive marketing and branding strategies to enhance brand awareness and market share.
- Oversee the development and maintenance of the brand's image and identity across all channels.
- Design, implement, and monitor effective marketing campaigns across various platforms (digital, print, social media) to reach target audiences.
- Lead digital marketing efforts, including SEO/SEM, email marketing, social media, and online advertising.
- Supervise the creation of engaging and relevant content for marketing materials, websites, and social media platforms.
- Identify and develop strategic partnerships and sponsorship opportunities to amplify brand visibility.
- Gather and analyze customer feedback to inform marketing strategies and product development.
- Ensure all marketing activities comply with legal and ethical standards.

- Monitor and manage the brand's reputation online and offline, addressing any issues proactively.

2023 -2024
Makkah, KSA

**Marketing Director
Kidana Development Company**

- Established and Launched Kidana Marketing strategy focusing on three pillars which are perception, services, and People.
- Created full year external and internal Marketing Content and activations calendar.
- Re-created Branding guidelines which include Brand intent, values, character, etc.
- Leading the "Culture" pillar within the organization via quantitative and qualitative diagnosis of the status quo, workshops with employees and full year calendar to address the status quo.
- Work and collaborate with multiple external government stakeholders from ministries and commissions.

2019-2023
Jeddah, KSA

**Corporate Communication Director- West Coast
Saline Water Conversion Corporation (SWCC)**

- Develops and implements a communications strategy for the corporation that builds and maintains a positive corporate brand.
- Oversees corporate communications and branding in various online and print platforms such as LinkedIn, Twitter, Facebook, and industry magazines.
- Grew LinkedIn page following by 57% by creating engaging content and running targeted campaigns
- Developed and implemented a crisis communications plan that helped SWCC weather a major scandal.
- Built strong relationships with key stakeholders, including the media, investors, and employees
- Increased employee engagement by creating a more transparent and open communication culture.

2017-2018
Riyadh, KSA

**Brand Communication Consultant
Real Estate General Authority (REGA)**

- I worked with the Real Estate General Authority on developing the brand strategy and creating the visual identity of the authority.
- Developing the communication strategy that includes strategic goals, targeted audiences and the full year calendar.

2016-2017
Riyadh, KSA

**Deputy Director of Corporate Communication
Saline Water Conversion Corporation (SWCC)**

- Managing the day-to-day operations of the corporate communications department
- Developing and executing communication strategies
- Writing and editing content for a variety of channels
- Managing relationships with the media and other key stakeholders
- Measuring the effectiveness of communication campaigns

2015-2016
Riyadh, KSA

**Senior Social Media Specialist
Saline Water Conversion Corporation (SWCC)**

- Created through a developer an on-line system for internal field agents and clients to document and track daily audit operation tasks.
- Grew Twitter following by 50% in 1 year
- Increased Twitter engagement by 30% in 6 months
- Successfully managed a Twitter crisis that resulted in no negative impact on brand reputation
- Grew LinkedIn following by 25% in 6 months
- Increased LinkedIn engagement by 20% in 1 year
- Increased website traffic by 20% through organic search
- Successfully optimized website content for search engines

2014-2015 **Corporate Social Media Manager**
Riyadh, KSA **Laureate International Universities**

- Increased brand awareness: Grew brand awareness by 70% in 1 year through a social media content marketing.
- Increased admission: Increased admission by 15% in 1 year through a social media and CSR initiative.
- Increased employee engagement: encouraged employees to share their achievements on social media and connect with each other online.
- Developed and implemented a social media strategy: Developed and implemented a social media strategy that aligned with the Laureate's overall marketing goals.
- Trained and mentored junior social media team members: Trained and mentored junior social media team members on best practices for social media marketing.

2013-2014 **Corporate Trainees Affairs Administrator**
Jeddah, KSA **Laureate International Universities**

- Increased employee engagement through a well-designed employee engagement campaigns.
- Developed and implemented a new employee onboarding process that reduced the time it takes for new employees to get up to speed.
- Created a new internal communication newsletter that is now read by 90% of employees.
- Survey employees regularly to get their feedback, and then make changes as needed.

2007-2010 **Marketing Executive**
Jeddah, KSA **Best International Co**

- Executing marketing campaigns
- Conducting market research
- Measuring the effectiveness of marketing campaigns
- Developing and maintaining relationships with key stakeholders

EDUCATION

- 2013 **Master of Marketing Management**
Canberra, Australia **University of Canberra**
- 2011 **Graduate Certificate in Academic Foundation**
Canberra, Australia **Canberra University US College**
- 2007 **Public Relations and Advertising**
Jeddah, Saudi Arabia **King Abdulaziz University**

COURSES

- 2013- Implementing Operational Plans.
- 2014- Project Management Professional PMP.
- 2015 – Social Media planning
- 2016 - Media campaign planning

And there are several courses in Media & Planning.

Language

- **Arabic:** Native
- **English:** Advanced

References

- Mohammad Khanfar,
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I hereby certify that above information is true and correct to the best of my knowledge and belief.