

RANIA AL-QARAWI

P.h.D / PMP/CDMP

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Professional Summary:

Bilingual Communications and Media Specialist with over 15 years of experience in strategic communications, public relations, and bilingual content creation for government, corporate, and international organizations. Holds a Ph.D. in Crisis Communication, a PMP®, and a CDMP® certification. Specialized in environmental and sustainability issues, with a strong ability to translate complex topics into compelling content that resonates with diverse audiences. Proven expertise in leading large-scale communication projects, media campaigns, and technical content audits. Appointed Chair of the Media Committee for the T20 during Saudi Arabia's G20 Presidency, with additional experience as a part time media Advisor to the Minister of Health and Media Lead for the "Tanaffas" campaign at Badael. Regular columnist each Monday titles "الإعلام السنع" at Al-Jazirah newspaper, focusing on media, sustainability, and national transformation.

Core Skills

- Strategic Communications & Public Relations
- Crisis Communication & Reputation Management
- Environmental Communication & Public Engagement
- Bilingual Content Auditing & Translation (Arabic–English)
- SEO & Digital Content Localization
- Stakeholder Engagement & International Media Relations
- Project & Deadline Management
- Media Campaigns & Brand Messaging
- Cross-Functional Team Leadership

Professional Experience:

Elevare 360 Advisory – Riyadh, Saudi Arabia

Communication Manager (Feb 2025 – Present)

- Managed communication portfolios for public and private sector clients, including energy and environment.
- Drafted and edited content including press releases, executive briefs, and corporate materials.
- Facilitated internal and external alignment of messaging across multiple campaigns.
- Provided media training and messaging guidance for client leadership teams.

King Abdullah Petroleum Studies and Research Center (KAPSARC) – Riyadh, Saudi Arabia - Communication Lead (2018 – Feb 2025)

- Developed and executed annual communication plans aligned with organizational goals.
- Led international media delegation during the T20 as part of Saudi Arabia's G20 Presidency.
- Managed media outreach and press coverage for key events, securing features in major outlets.
- Oversaw internal communication campaigns, including newsletters, staff announcements, and CEO messages.
- Led the content review and approval process for executive speeches, profiles, and reports.
- Coordinated event communication protocols for local and international forums, ensuring brand consistency.
- Advised leadership on strategic communication initiatives to support reputation and stakeholder trust. Managed marketing budgets, procurement processes, and ensured adherence to governance, audit, and compliance requirements.

Technical and Vocational Training Corporation (TVTC) – Riyadh, Saudi Arabia - Media Specialist Associate (2016 – 2017)

- Led nationwide marketing campaigns aligned with Vision 2030, achieving significant audience engagement growth.
- Coordinated branding initiatives and media production, improving public perception and program participation.
- Developed marketing strategies in collaboration with internal departments and external partners.

Saudi Research & Publishing Company (SRPC) – Riyadh, Saudi Arabia Content Creator (2008 – 2016)

- Developed editorial and promotional content on energy and economics while keeping an eye for detail, ensuring grammatical integrity and alignment with business goals.
- Covered climate, energy, and economic policy issues.
- Interviewed experts, analyzed reports, and published front-page articles.
- Worked closely with designers on data visualizations and layout.

Education:

- Ph.D. in Crisis Communication – Cairo University
- Master's in Media and Digital Communication (Energy & Environment) – Cairo University
- Bachelor's in Mass Communication (Journalism) – Cairo University

Certifications:

- Project Management Professional (PMP) – Project Management Institute
- Certified Digital Marketing Professional (CDMP) – Digital Marketing Institute
- Advanced Communication Strategy – International School of Communication

Languages:

- Arabic (Native)
- English (Fluent)