

NOUR ALDAJANI

SENIOR COMMUNICATIONS MANAGER | LINKEDIN: NOUR-AL-DAJANI-COMNPR | RIYADH | 0583268120 NOURDAJANI43@GMAIL.COM

KEY ACHIEVEMENTS

Strategic ROI Media Relations

Created integrated approach of media relations through digital and Omnichannel marketing, shifting spend on media spend to digital channels

Team Leadership

Built and led a global team of 8 individuals including agencies to support the function of corporate communications- with focus on honing and developing on local talent

SKILLS

Executive Leadership

Cross-Functional Team

Leadership

Change Management

Growth Strategy

Go-to-market Strategy

ROI/ Performance Metrics

International Relations

Stakeholder Relations

SUMMARY

Strategic communications leader with over 10 years of experience. Specializing in corporate relations, adept at fostering long-term partnerships and driving corporate social responsibility initiatives. Demonstrated ability to serve as a primary external liaison, deliver compelling presentations, and spearhead cross-sector collaborations. Recognized for proactively aligning corporate relations strategies with organizational goals through mega industry events and measure success through analysis and stakeholder sentiment monitoring.

EXPERIENCE

SR. MANAGER CORPORATE COMMUNICATIONS • RIYADH AIR • 03/2023-PRESENT

Established and led the Corporate Communications function, building high-performing, inclusive teams that increased project success by 40%. Spearheaded internal communications, crisis preparedness, and executive positioning. Successfully curated the 2023 and 2024 Annual Reports and developed a comprehensive Crisis Communications manual and training program. Enabled cross-functional collaboration and elevated C-suite visibility at global events.

SR. PR AND MEDIA SPECIALIST • ARAMCO • JAN 2020-MARCH 2023

Led media and PR efforts at Ithra, building and supporting team functions and managing FAM trips for media at all levels. Temporarily assigned to

Negotiation
Media Relations
Executive Messaging
Thought Leadership
Creative Problem Solving

Aramco's International Media Relations team, where responsibilities included supporting global media relations and coordinating media visits to promote Aramco's hydrogen production initiatives.

**INTERNATIONAL RELATIONS MANAGER AT SAUDI PAVILION EXPO 2020
• ARAMCO • JAN 2022-MARCH 2022**

Supported the Saudi Arabia Pavilion in the role of International Relations by building relationships with international delegations and actively hosting events to promote collaboration. Managed the programming for "Invest Saudi" initiatives, contributing to the Kingdom's investment outreach. Additionally, moderated Q&A sessions during Saudi Film Nights with celebrity guests, enhancing audience engagement and cultural diplomacy.

CONSULTANT • H+K STRATEGIES • AUG 2018-JAN 2020

Managed and supported accounts focused on change management and internal communications, developing comprehensive communication strategies, press releases, media materials, and C-level speeches. Collaborated with international teams on major accounts including Tadawul, Saudia, the Ministry of Transport, Ministry of Sports, and Ithra (Aramco).

EDUCATION

POLITICAL SCIENCE BA • 2016 • YORK UNIVERSITY

STRATEGY EXECUTION • 2024 • HARVARD BUSINESS SCHOOL ONLINE