

RAKAN AL-BAZAIE

Overseeing traditional and digital marketing, branding, communications, PR and CSR programmes to drive excellence.

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C-SUITE EXECUTIVE - MARKETING, BRANDING & PR

MARCOM STRATEGY & BRAND VISION CREATION | MARKETING FUNCTION ESTABLISHMENT | PR & MEDIA OVERSIGHT

2 decades of leadership success charting enterprise-wide marketing strategies, setting brand direction/narrative, and overseeing communication and PR programmes that drive 10x portfolio growth, 400% profit gains, and a 600% increase in customer base.

Executive MarCom Leader renowned for leading managerial teams and controlling multi-million SAR budgets to execute corporate rebranding / CSR initiatives, launch market-disruptive products, and execute high-impact national events that maximise reach and visibility. **PR & Communications Strategist** distinguished for leading the creation of master narratives, messaging frameworks, and internal / external communication roadmaps that reinforce brand credibility. History of steering strategic initiatives to manage relations with global media outlets and guide executive leadership on reputational risk and corporate messaging. Distinguished record of leading multi-level and digital marketing programmes, campaigns, and roadmaps to drive user engagement, funnel progress rate, increase in Marketing Qualified Leads, and audience perception across OOH, TV, web, app, and social media channels.

DEMONSTRATED LEADERSHIP COMPETENCIES

Marketing Vision & Direction Setting ▪ Brand Strategy & Architecture Design ▪ GTM Planning & Execution
360° Campaign Orchestration ▪ Digital & Traditional Marketing ▪ Performance Marketing ▪ Market Insight & Analytics
CX Strategy & Journey Mapping ▪ Loyalty & Retention Strategy ▪ Reputation & Crisis Management ▪ Creative Direction & Storytelling
Corporate Communications & Media Relations ▪ Stakeholder Alignment ▪ Agency & Vendor Management ▪ Team Leadership
Content Ecosystem Management ▪ Conversion Rate Optimisation (CRO) ▪ Budget Ownership & Cost Optimisation

CAREER HIGHLIGHTS

- ◆ **LANDMARK EVENTS LEADERSHIP:** Led GCA's landmark Centennial Anniversary event with 300+ VIP guests, including 15 international and regional ministers, resulting in nationwide media coverage and elevated institutional visibility.
- ◆ **CAMPAIGN DESIGN:** Increased monthly real estate bookings from SAR 100M to over SAR 1B, a tenfold portfolio expansion by leading multi-year Real Estate Financing marketing campaigns through 15+ influencer partnerships, social media, and 30+ events.
- ◆ **BRAND IDENTITY:** Improved the bank's brand ranking from #11 to #7 among Saudi banks within a decade by conducting in-depth market analysis and identifying high-impact branding opportunities.
- ◆ **PR & COMMUNICATION:** Established the internal communications department to drive employee engagement initiatives that strengthened the bank's sales-lead program and contributed to 20% growth in the asset portfolio and 30% growth in deposits.
- ◆ **TEAM LEADERSHIP:** Led the events team of 6 in executing 80+ major events to raise brand exposure and awareness by 400%.
- ◆ **FORMULA 1 GRAND PRIX PARTNERSHIP :** Led negotiations with the Saudi Automobile & Motorcycle Federation's Saudi Motorsport Company to secure Bank Albilad's three-year partnership (2022–2024) with the Formula 1 Saudi Arabian Grand Prix.
- ◆ Delivered Bank Albilad's public activation pavilion in the F1 Fan Zone under strict time, regulatory and budget constraints, attracting 10,000+ visitors and generating 1,000+ qualified sales opportunities across key banking products.
- ◆ Executed the VIP Hospitality Pavilion at the F1 Paddock Club™, managing end-to-end invitation, hosting and guest experience for 1,000+ high-profile attendees (royalty, ministers and business leaders).

MAJOR MARCOM PROJECTS

- 🔄 **Enjaz New App 360° Campaign (2021):** Delivered the campaign with an 8-language creative strategy targeting low-literacy, labour-segment customers across OOH, TV, and digital channels, resulting in 800K+ app downloads.
- 🔄 **National Day Limited-Edition Card Series (2019–2021):** Launched a card series, featuring custom Saudi-flag designs, which doubled card sales for three consecutive years and set a market trend replicated by competing banks.
- 🔄 **Real Estate Financing Campaigns (2017–2021):** Led the campaign using influencers, SEO/SEM, social media, events, sponsorships, and internal communications—positioning the bank as a housing-finance leader and increasing monthly bookings from SAR 100M (2017) to over SAR 1B per month (2020).
- 🔄 **Product Knowledge & Cross-Sell Program (2016–2017):** Designed a two-stage programme that engaged 80% of staff through contests and internal campaigns while driving a 45% increase in sales by Q2 2017 in preparation for the cross-sell launch.
- 🔄 **MarCom Leadership (2011):** Led the establishment of the Internal Communication Department (yes) while contributing to the creation and development of the Digital Marketing Department for ROI maximisation.
- 🔄 **Campaign Planning (2011-2023):** Directed 60+ yearly campaigns, including Auto Lease Finance, Digital Account, Albilad Account, affluent segment, and other digital banking initiatives, with a cumulative Annual budget of SAR +20 M, driving customer adoption of digital banking services by 1200%.

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PROFESSIONAL EXPERIENCE

GENERAL COURT OF AUDIT (GCA) • Riyadh, KSA

STRATEGIC COMMUNICATION MANAGEMENT | MEDIA RELATIONS & PUBLIC MESSAGING | BRAND GOVERNANCE

General Manager of Public Relations & Media, & Official Spokesperson | Aug 2023 – Sep 2025

Led a multidisciplinary team of 20 PR, media, protocol, content, and event specialists to manage enterprise-wide national communication, PR, media, protocol, and brand-management functions, shaping the institution's public image and ensuring consistent messaging across all platforms. Managed 4 GCA-owned digital and media channels to enhance reach, content quality, strategic messaging, and public understanding of the organisation's mandate.

- **Drove** the full institutional rebranding of GCA by developing the new visual identity, brand voice, and communication standards while ensuring organisation-wide implementation across digital, media, and public platforms.
- **Established** a comprehensive Brand Management framework to standardise messaging and ensure alignment between PR, media, and communications functions, which enhanced stakeholder trust and communication consistency.
- **Functioned** as GCA's official spokesperson to deliver credible public statements and respond to media inquiries while advising the President on media strategy, crisis communication, and high-risk issues.
- **Modernised** GCA's protocol operations to ensure high-standard hospitality and representation during official visits while overseeing dignitary reception and international engagements.
- **Expanded** GCA's media presence by cultivating strategic relationships with 30+ government and private outlets and enhancing the performance of GCA-owned media channels, resulting in broader coverage and improved national visibility.
- **Cultivated** strong relationships with government ministries, international delegations, and strategic media partners.

BANK ALBILAD • Riyadh, KSA

STRATEGIC MARKETING PLANNING | BRAND DEVELOPMENT | INTERNAL COMMUNICATIONS | EVENTS & SPONSORSHIPS

Marketing & Branding Director | Apr 2011 – Aug 2023

Spearheaded end-to-end operations of the Marketing Department with a team of 40 specialists, including 5 Brand Managers, to drive growth across retail, corporate, digital, and remittance segments. Oversaw financial planning for all marketing initiatives by managing budgets, forecasting, and optimising ROI. Managed all digital channels, including website, mobile app content, landing pages, and online campaigns to maximise lead generation and enhance digital performance.

- **Played a vital role in doubling** annual card sales (SAR 100M+) and set a market trend later adopted by competitors by introducing the National Day Limited Edition Card Series.
- **Accomplished** 80% staff engagement and boosted sales by 45% within six months by launching a bank-wide Product Knowledge and Cross-Sell Programme using internal campaigns, contests, training, and branded materials.
- **Led** Bank Albilad's bank-wide corporate rebranding effort to redesign 150+ branches, 900+ ATMs, and 200+ operational forms while implementing new brand guidelines across all advertising, digital, and customer touchpoints.
- **Achieved** a 3x increase in monthly leads, 2x growth in unique visitors, and a 60% reduction in bounce rate by leading the Bank Public Website UX and content enhancement project.
- **Drove** 400% growth in annual bank profits over ten years through strategic marketing leadership and data-driven campaigns.
- **Expanded** the bank's customer base by 600% by leveraging targeted segmentation and a multi-channel marketing strategy.
- **Generated** up to 14K+ qualified monthly digital leads by overseeing SEO, SEM, and performance marketing programmes.

ZAIN TELECOMMUNICATION • Riyadh, KSA

STRATEGY-SETTER | PROCESS MANAGER | TEAM LEADER & MENTOR | RELATIONSHIP BUILDER

Service Account Manager | Jul 2008 – Mar 2011

Developed strategic partnerships with 40+ Corporate accounts by engaging customer stakeholders and executive sponsors to support successful solution adoption and maximise business outcomes.

Additional Experience, Business Support Manager, Saudi British Bank (SABB)

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor's Degree in Business Administrative Sciences Major Marketing | King Saud University

Certificate in Strategic Business Planning, The George Washington University, 2024

Advanced Leadership Program, Hult Ashridge Executive Education, 2022

TOOLS & TECHNOLOGIES

Google Ads (SEO/SEM) | Social Media (Hootsuite, Sprinklr, Buffer, Meta Suite) | Video Production & Editing (Premiere Pro, Final Cut)

Email Marketing (Mailchimp, HubSpot, Salesforce Marketing Cloud) | Adobe Creative Suite (Photoshop, Illustrator, InDesign)

CMS Platforms (WordPress, SharePoint, Drupal) | Website Analytics (Google Search Console, SEMrush, Moz)

Project Management (Asana, Trello, Monday, Jira) | Media Monitoring (Meltwater, Cision, Lucidya)