

Alanoud Alghamdi – PR & Communications Strategist

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Senior Public Relations & Strategic Communications Executive

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Languages: Arabic (Native), English (Fluent), French (Basic)

EXECUTIVE SUMMARY

Dynamic and results-driven Public Relations and Communications leader with over 15 years of progressive experience designing and executing innovative, high-impact communications strategies in both the public and private sectors. Adept at managing complex, multi-stakeholder initiatives with a proven track record of advancing brand reputation, building strategic media partnerships, and steering narratives that align with national priorities such as Saudi Arabia's Vision 2030. Recognized for elevating executive visibility, mitigating reputational risks, and leading agile PR teams to deliver measurable results in fast-paced environments.

A trusted advisor to C-level executives and government officials, I specialize in transforming communications functions into strategic powerhouses that influence perception, drive public engagement, and deliver ROI through data-driven decision-making.

AREAS OF EXPERTISE

Strategic Communications & Messaging, Executive & Thought Leadership Positioning, Crisis & Reputation Management, Government Relations & Policy Communications, Brand Building & Corporate Narrative Development, Media Strategy & Influencer Relations, Stakeholder & Community Engagement, Internal Communications & Culture Campaigns, Event PR & VIP Protocol Management, Agency Management & Team Leadership, KPI Reporting & PR Analytics

PROFESSIONAL EXPERIENCE

Head of Public Relations | Xiaomi (Global Technology Brand) – Riyadh, Saudi Arabia | Nov 2023 – Present

- Spearheaded the development and implementation of comprehensive PR strategies that elevated brand visibility by 40% within 12 months.
- Positioned executive leadership in top-tier media and international platforms, boosting stakeholder engagement by 60%.
- Developed and managed crisis communication frameworks, proactively mitigating reputational risks and reducing incident frequency by 30%.

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- Integrated digital storytelling, influencer partnerships, and data-driven media strategies to amplify brand messages across traditional and social media.
- Fostered high-level media relationships and secured strategic press placements across regional and global outlets.

PR & Communications Lead | BAESSA / ISE – Riyadh, Saudi Arabia | Dec 2018 – Sep 2023

- Led PR operations for a major consumer brand group, enhancing positive media sentiment by over 50% across key markets.
- Built and managed a high-performance communications team aligned with KPIs and brand growth targets.
- Orchestrated product launch events, brand activations, and media roundtables to increase market awareness.
- Designed a crisis preparedness strategy, including stakeholder messaging and real-time response protocols.
- Strengthened influencer and social media outreach, ensuring consistent voice and message resonance.

Conferences & Exhibitions Planner | Ministry of Transport – Riyadh, Saudi Arabia | Jul 2017 – Dec 2018

- Planned and executed high-profile national and international conferences under ministerial supervision.
- Developed integrated event communication plans and coordinated cross-ministry messaging.
- Ensured flawless VIP experience management and media coverage for government stakeholders.
- Enhanced stakeholder satisfaction scores to 95% through robust communications and logistics support.

Marketing Manager | MotabaQah – Riyadh, Saudi Arabia | Jun 2016 – Jul 2017

- Revamped internal and external communications strategies, resulting in a 35% improvement in campaign ROI.
- Unified brand messaging across platforms and ensured consistency in tone, content, and presentation.
- Directed digital content, social media marketing, and media planning efforts.

Public Relations Spokesperson | Royal Commission for Riyadh City – Riyadh, Saudi Arabia | Apr 2014 – Jun 2016

- Acted as the official PR spokesperson during pivotal urban development projects.
- Managed media relations, press briefings, and public statements during high-pressure events.

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- Led crisis recovery initiatives, restoring public trust and aligning media coverage with strategic priorities.
- Created press kits, talking points, and executive speeches that shaped public perception.

Risk Analyst – Corporate Communications Support | Banque Saudi Fransi – Riyadh, Saudi Arabia | Oct 2010 – Mar 2014

- Translated complex economic and financial risk reports into actionable communications for executives.
- Monitored macroeconomic trends and advised leadership on communication-sensitive issues.
- Supported risk communication strategies tied to corporate planning and governance.

EDUCATION

Bachelor of Arts in Linguistics & Translation

King Saud University – Riyadh, Saudi Arabia

Graduated with Honors, Feb 2002 – Jul 2007

CERTIFICATIONS & CONTINUING EDUCATION

- Project Management Professional (PMP) – KKUX, 2020
- Media Crisis Communications – Saudi Development & Training, 2019
- Journalism & Mass Communication – 2021
- Corporate Business Writing – 2012
- Advanced Financial Accounting – 2011

TECHNICAL SKILLS

Media Monitoring & Analysis Tools | Social Media Analytics | Crisis Simulation Platforms | Content Management Systems | Event Management Software | Microsoft Office Suite