

Obaid Khalaf Alonazi

PR, Automotive Sales & Content Professional



PERSONAL INFORMATION

- Name: OBAID ALONAZI
- Job Title: PR, Automotive & Content Professional
- Date of Birth: 31 May 1979
- Nationality: Saudi
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SUMMARY

Public Relations, Automotive Sales, and Content professional with over 15 years of experience across automotive, government, and corporate sectors. Proven expertise in media relations, luxury automotive sales, and content development, supporting brand reputation and revenue growth. Achieved over 300% sales growth in BMW sales showroom and led national-level communication campaigns for programs such as Sakani, SHRAKAT, and G20. Highly experienced in KPI-driven environments and ATS-compliant corporate structures.

Experience

BMW Group Certified Showroom Manager | Mohamed Yousuf Naghi Motors Nov 2022 – Oct 2024

- Led automotive sales team in accordance with BMW global showroom standards.
- Increased monthly sales from 6–9 to 45–60 vehicles through process optimization.
- Improved lead conversion rates by restructuring sales workflows and customer engagement practices.
- Trained sales consultants, achieving 100% BMW certification within five months.
- Monitored sales KPIs and ensured achievement of monthly and annual targets.

Media Manager | National Housing Company (NHC) May 2019 – Sep 2020

- Managed editorial and media content strategy for Sakani national housing program.
- Wrote and edited press releases, articles, and digital content for corporate communications.
- Led corporate website content restructuring to improve clarity, usability, and SEO performance.
- Produced multimedia content supporting sales centers and public awareness campaigns.
- Contributed to media content production for G20 Summit 2020 initiatives.

Public Relations Manager – SHRAKAT Program | National Housing Company Jul 2017 – May 2019

- Directed public relations campaigns aligned with Ministry of Housing communication objectives.
- Developed B2B and B2C content targeting investors, beneficiaries, and media audiences.
- Supervised external PR agencies to ensure timely and high-quality campaign delivery.
- Organized media events and national project coverage to enhance public engagement.
- Strengthened SHRAKAT brand positioning through consistent messaging and media presence.

BMW Group Certified Sales Consultant | Mohamed Yousuf Naghi Motors Jun 2014 – Jul 2016

- Sold new and certified pre-owned BMW vehicles to luxury automotive clients.
- Delivered personalized customer experiences through consultations, follow-ups, and detailed presentations.
- Managed customer pipelines using CRM systems to improve lead tracking and conversions.
- Achieved and exceeded monthly sales targets through proactive prospecting strategies.

Unit Assistant / Surgery Clinic Coordinator | King Abdulaziz Medical City Jan 2009 – Jan 2013

- Provided administrative and logistical support for emergency and outpatient medical teams.
- Coordinated surgery clinic appointments, physician schedules, and patient communications.
- Improved patient experience by ensuring accurate documentation and workflow efficiency.
- Supported operational planning to maintain high service and quality standards.

Administration Manager | OKAZ Organization – Al Shamla Project Jul 2007 – Aug 2008

- Represented company in government transactions ensuring regulatory compliance.
- Managed commercial registration, licensing, and official documentation processes.
- Coordinated with advertising agencies and legal advisors for project launch.
- Supported administrative planning during establishment of new printing press operations.

Public Relations Manager | M.H. Alshaya – Al Khayma Center / Carrefour Nov 2004 – Jul 2007

- Led public relations activities for Carrefour’s first store launch in Saudi Arabia.
- Planned and executed large-scale promotional events and national celebrations.
- Managed mall PR, HR coordination, and tenant communication initiatives.
- Increased customer footfall through strategic media exposure and event marketing.

Executive Secretary & Personnel Representative | Leo Burnett Riyadh Apr 2003 – Nov 2004

- Managed HR administration and government relations for agency employees.
- Oversaw Saudization reporting and compliance with labor regulations.
- Handled visas, iqama renewals, and employee legal documentation processes.
- Supported senior executives with scheduling, correspondence, and confidential records.

CERTIFICATIONS & TRAINING

- Creative Content Writing – Human Resources Development Fund (HRDF) 2025
- BMW Group Certified Showroom Manager 2023
- Certified Marketing Professional – Meirc Training 2018
- BMW Group Certified Sales Consultant 2015

ADDITIONAL ACHIEVEMENTS

- Contributed to media content production for G20 Summit 2020. 2020
- Led corporate content creation for National Housing Company (2018–2020). 2018-2020
- Led grand opening of Al Khayma Center and first Carrefour in Saudi Arabia. 2004
- Contributed to development of initial QITAF loyalty program for STC in 2003. 2003
- Content Creator and Novelist since 2000 2000

Skills

- Public Relations Management
- Automotive Sales Operations
- Media & Content Development
- Corporate Communication
- Press Release Writing
- Campaign Management
- CRM Systems
- KPI Analysis & Reporting
- Leadership & Team Development
- Strategic Thinking
- Effective Communication
- Negotiation & Persuasion
- Time Management
- Problem Solving
- Stress Management
- Adaptability & Flexibility

Language

- Arabic:
- English: