

ASEEL ALARABI

PUBLIC RELATIONS AND DIGITAL
MEDIA SPECIALIST

Details

Riyadh, Riyadh Province 11564

Saudi Arabia

[0569779654](tel:0569779654)

aseelalarabi796@gmail.com

Skills

Microsoft Office (Excel,
PowerPoint, Outlook)

Graphic Design & Video Editing
(short-form content)

Event & Campaign Management

Project Management

Strong Communication skills

Bilingual: Arabic & English

Languages

English

Arabic

Profile

Public Relations and Digital Media Specialist with experience in managing corporate communications, organizing events, and creating multimedia content. Skilled in social media management, content production, and stakeholder engagement. Strong background in both HR operations and media, with certifications in HR and Project Management

Experience

Digital Media Specialist, King Khaled Eye Specialist Hospital, Riyadh

JAN 2025 – AUG 2025

Provided media coverage for events, including the Saudi Annual Media Conference. Managed the hospital's social media presence across multiple platforms. Produced short form videos for YouTube and TikTok. Monitored and analyzed media coverage for the hospital. Prepared digital archives for public relations use.

Media Assistant, Trend Company, Riyadh

JAN 2023 – DEC 2023

Created media content for various campaigns

Organized conferences and seminars. Designed graphics and presentations. Produced short videos for YouTube and TikTok. Prepared both digital and print media materials.

HR Consultant, Pure Mind Company, Riyadh

JAN 2024 – DEC 2024

Organized employee records and HR data. Designed promotion and incentive plans. Monitored attendance using biometric systems. Developed employee engagement and motivation plans. Verified employer related data

Education

Bachelor's in Media and Digital Communication, King Saud University,
Riyadh

2022

Certifications:

HR certification

Project Management Professional (PMP)
certification

English Language Course certification

Work Experience Certificates
(attached)