

# WAFARASHED ALHARTHI

Corporate Communication & Public Relations Leader | Strategic Marketing & Media Expert  
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## QUALIFICATION SUMMARY

Senior Corporate Communication and PR professional with 10+ years of experience leading strategic communication, public relations, and media initiatives across government, non-profit, and cultural sectors. Proven expertise in stakeholder engagement, crisis communication, reputation management, and executive positioning. Skilled in building national-level brand presence, leading high-performing teams, and aligning communication strategies with organizational vision and policy objectives. Holds a Master's degree in Sociocultural Linguistics from Goldsmiths, University of London.

## SIGNATURE QUALIFICATIONS

Strategic Marketing for Cultural & Media Sectors  
Brand Development & Identity Management  
Data Analysis & Insight-Driven Decision Making  
Executive Communication & Policy Alignment

Creative Content & Media Production Management  
Digital Marketing & Social Media Campaigns  
Skilled in using tools like HubSpot, Google Analytics, Meta Business Suite, and Notion.

## PROFESSIONAL EXPERIENCES

### Corporate Communication Manager

Grace Preservation Foundation / Ministry of Environment, Water, and Agriculture

2024 - Present

- Led a marketing and media team in creating engaging content and managing digital & field campaigns.
- Developed and executed comprehensive marketing and communication strategies to enhance brand visibility.
- Established strategic media partnerships, resulting in a 70% increase in media coverage.
- Spearheaded stakeholder communication strategies across government & community sectors, enhancing trust & visibility.
- Directed crisis communication efforts, ensuring timely and transparent messaging aligned with organizational values.
- Managed marketing budgets and optimized campaign spend to maximize ROI and engagement.

### Corporate Communication Supervisor

Grace Preservation Foundation / Ministry of Municipal Rural Affairs

2023 - 2024

- Supervised a communications team, providing strategic direction and feedback to improve project delivery timelines.
- Managed media inquiries, crafted press releases, acted as spokesperson, strengthening government relations and public reputation.
- Produced performance reports and data-driven recommendations for campaign improvement.

### Founder

Brain and Paper Podcast

2019 - Present

- Founded and hosted a cultural podcast with a 4.8 rating, building a platform of 10K+ monthly listeners.
- Positioned as a thought leader in communication and storytelling, blending cultural insight with media production.

### Media and Marketing Manager

2013 - 2018

Hand By Hand Organization

- Directed marketing and media strategies for multiple volunteer initiatives, achieving a 50% increase in volunteer engagement.
- Acted as spokeswoman, securing interviews across 5+ radio and television platforms, expanding public reach by 60%.
- Led the organization's initiatives honored by Crown Prince Mohammed bin Salman, resulting in national recognition.

**Communication & PR Consultant**

2015 - 2019

**Freelancer**

- Delivered PR consultancy and communication strategies for 20+ brands across cultural, media, and non-profit sectors, enhancing audience reach and brand positioning.
- Maintained a 95% client satisfaction rate through tailored strategies and measurable results.
- Designed and executed campaigns that improved audience reach by up to 40% and elevated brand positioning.

**Graphic Designer**

2011 - 2019

**Freelancer**

- Successfully designed over 150 branding assets, from logos to digital content, for diverse clients, enhancing brand identity and contributing to a 30% increase in brand recognition for repeat clients.

**Translator**

2013 - 2018

**Freelancer**

- Delivered professional translation and localization for over 100 projects, with diverse formats, including documents, video, and audio, ensuring accuracy and cultural relevance, which supported client messaging in international markets.

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## EDUCATIONAL QUALIFICATIONS

**M.A., Sociocultural Linguistics**

Goldsmiths, University of London - London

**English as a Foreign Language**

Georgetown University - Washington D.C

**B.A., English Literature**

Taif University - Taif

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## PROFESSIONAL QUALIFICATIONS & CREDENTIALS

**Specialization in Design Thinking and Innovation**

University of Virginia

**Breakthrough Innovation**

Columbia Business School

**The Strategy of Content Marketing**

University of California

**Certified Trainer**

Technical and Vocational Training Corporation

**TEFL - OFQUAL**

London Teacher Training College