

Noor Alnajidi

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Professional Summary

Corporate Communications & Marketing leader with 11+ years of experience driving strategic brand transformations, executive communications, and stakeholder engagement across Saudi Arabia. Recognized as **Saudi Arabia's Corporate Communication Leader of 2025**, with a proven record of delivering award-winning brand launches and elevating corporate reputation at national and regional levels.

Combining strategic communication expertise with advanced design capabilities, I create integrated, high-impact narratives that strengthen visibility, trust, and organizational culture—positioning me for senior communication leadership roles.

Work Experience

Miahona | Corporate Communications & Marketing Manager | Aug 2025 – Present

- **Led the successful launch and positioning of Miahona's new corporate brand**, unveiled under the patronage of *H.E. Eng. Abdulrahman Al-Fadley, Minister of Environment, Water and Agriculture*, and aligned with the strategic pillars of **Saudi Vision 2030**.
- **Secured "Best Rebrand of the Year 2025"**, along with multiple regional awards honoring Miahona's excellence in brand transformation, strategic communication, and corporate impact.
- **Conceptualized and executed internal brand activation initiatives**, including redesigned onboarding kits, brand induction workshops, and culture-building campaigns that strengthened corporate identity and elevated employee engagement.
- **Directed corporate storytelling, media relations, and digital content development**, ensuring consistent, strategic brand visibility across press, platforms, and stakeholder networks.

Chalhoub Group | Communication Partner | 2024 – Aug 2025

- Lead internal and external communication strategies to enhance brand visibility and engage stakeholders.
- Develop and execute communication campaigns in alignment with business goals and values.
- Oversee content creation for newsletters, corporate announcements, and social media channels.
- Plan and organize events, workshops, and activations to improve employee and audience engagement.
- Evaluate campaign effectiveness through key performance indicators and provide insights for improvement.

sirar by stc | Corporate Communication Senior Specialist I | 2022 – 2024

- Plan and manage corporate communication campaigns and projects to ensure they are completed within budget.
- Develop marketing strategies including market research, competitor intelligence, and segmentation.
- Oversee branding, event management, and implementation of communication guidelines.
- Certify and promote brand consistency through effective communication policies and practices.

sirar by stc | Corporate Communication Specialist | 2022

- Managed branding, marketing, and website development for the brand.
- Designed and executed social media marketing campaigns to promote products and services.
- Ensured cost-effective execution of communication campaigns by planning and budgeting.
- Developed advertising and branding guidelines to support knowledge transfer and adaptability.

sirar by stc | Corporate Communication Analyst | 2021

- Successfully launched the "sirar by stc" brand and managed related social media campaigns.
- Designed onboarding boxes and ensured successful branding of events and campaigns.
- Responsible for managing budgets, assessing risks, and preparing internal and external communications.

GOLDEN BROWN | Graphic Designer | 2020 - 2021

- Created social media posts and advertising campaigns while managing influencer relationships.
- Designed Vox Cinema packages and grocery store advertising materials such as fridges and seasonal boxes.

US Military – Graphic Designer (CXI Brand), Washington, D.C | 2017

- Led, Designed and developed the branding strategy and identity development for a classified CXI brand, ensuring consistency across digital and print platforms.
- Designed and executed marketing materials, visual assets, and communication strategies tailored to military and defense audiences.

- Collaborated with cross-functional teams to align branding efforts with operational objectives and enhance engagement

Education

Marymount University | Bachelor of Arts in Graphic Design & Media Communications | 2020

Certifications

- **Digital Marketing Strategies and Practices** - Informa Connect Middle East. / IBM
- **Customer Service Culture** - stc
- **Advanced Microsoft Skills (Excel and PowerPoint)** - stc academy
- **Certified Business Development Professional** - Virginia institute of finance
- **Product Management Digital Marketing Certification** – stc academy
- **Master Brand Champion** – stc
- **Environmental Protection and Sustainability** – Khalifa University, Coursera (2025)
- **Resource and Waste Management in Buildings** – L&T EduTech, Coursera (2025)
- **Leading Teams: Developing as a Leader** – University of Illinois Urbana-Champaign, Coursera (2025)
- **Think Outside the Inbox: Email Marketing** – Google, Coursera (2025)
- **Attract and Engage Customers with Digital Marketing** – Google, Coursera (2025)
- **Introduction to Generative AI for Data Analysis** – Microsoft, Coursera (2025)
- **Data Processing and Optimization with Generative AI** – Microsoft, Coursera (2025)
- **Data Visualization and Reporting with Generative AI** – Microsoft, Coursera (2025)
- **Coding and Automation for Data Analysis with Generative AI** – Microsoft, Coursera (2025)
- **Advanced Data Analysis with Generative AI** – Microsoft, Coursera (2025)
- **Strategic Brand Management**- S.P. Jain Institute of Management and Research (2025)
- **Principles of Management** - Johns Hopkins University
- **Google Digital Marketing & E-commerce** - Google

Awards

- “Great Place to Work” Top 3 Ranking
- LinkedIn Award – Top 3 Nomination in “Middle East & North Africa”
- Winning Post of the Year (LN)
- Best Cybersecurity Brand of 2022
- Great Place to Work at 2021
- Most Innovative Corporate Rebranding – Utilities – Saudi Arabia 2025

Skills

Personal Skills

- Time Management
- Project Planning
- Team Collaboration

Professional Skills

- Corporate Identity
- Branding Strategies
- Content Creation
- Event Management

Interpersonal Skills

- Stakeholder Engagement
- Cross-Functional Collaboration
- Communication Skills

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Social Media Management Tools (Hootsuite, Buffer)
- Microsoft Office Suite (Word, Excel, PowerPoint)

Languages

- Arabic: Native
- English: Native