

MIRAL BRINJY

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EXECUTIVE PROFILE

Senior Communications & Public Affairs Leader with 15+ years of experience shaping government-aligned narratives, national reputation management, and strategic stakeholder communications across Saudi, UK, and international institutions. Proven leader in building country-level visibility, managing sovereign reputation, and driving public-sector communications programs aligned with Vision 2030, energy, humanitarian, and infrastructure policy frameworks.

CORE LEADERSHIP COMPETENCIES

- Country Reputation & Government Relations Communications
 - Vision 2030 Narrative Alignment
 - Energy, Infrastructure & Development Communications
 - Stakeholder & Ministry Engagement
 - Executive & Crisis Communications
 - Corporate & Diplomatic Media Relations
 - Internal & External Communications Governance
 - National Campaign Leadership
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PROFESSIONAL EXPERIENCE

ROYAL EMBASSY OF SAUDI ARABIA – CAIRO

Outreach and Digital Communications Unit Head | Apr 2015 – Present

National-Level Communications Leadership

- Lead Saudi Arabia's public-facing communications strategy in Egypt, aligning all messaging with Ministry of Foreign Affairs and Vision 2030 national priorities.
- Executed the country narrative, media relations, and digital diplomacy strategy for bilateral relations, economic cooperation, humanitarian action, and sovereign reputation.

Country Visibility & Strategic Campaigns

- Designed and executed national campaigns generating 15+ million impressions, strengthening Saudi-Egypt public sentiment and diplomatic engagement.
- Led National Day Nile Parade media activation (MBC Egypt) reaching 8M+ viewers.

Government Communications

- Directed communications for King Salman Humanitarian Aid & Relief Center initiatives totaling SAR 150M+, coordinating messaging with UNRWA, ICRC, WFP, WHO.

Stakeholder & Media Leadership

- Built and managed a strategic network of 200+ senior Egyptian media leaders, officials, and influencers, securing 50+ annual tier-1 media placements.

Crisis & Executive Communications

- Lead rapid-response messaging during geopolitical, security, and reputational risk cycles.
- **Policy-Driven Campaigns:** Directed **#ولي_العهد_في_بلده_الثاني_مصر** (2018) and (2022) as well as **#هنا_المملكة** campaigns, generating **15M+ impressions** and fostering bilateral dialogue during transformative diplomatic phases.
- **Strategic Messaging:** Crafted communications strategy for King Salman's 2016 Egypt visit, thought up media campaign titled **#الملك_سلمان_في_بلده_الثاني_مصر** achieving tens of millions of social engagements and 99% positive media coverage across the world.

- **Digital Transformation:** Launched former Ambassador Ahmed Alkattan's Twitter account, boosting followers by 120% in 6 months.
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BRITISH EMBASSY IN CAIRO

Digital Diplomacy & Media Officer | Aug 2014 – Feb 2015

- **Digital Advocacy:** Elevated HMA John Casson's profile as Egypt's **most-followed foreign diplomat** (first to reach 1M followers on X).
- **Bilingual Storytelling:** Produced his inaugural Arabic-English video address, viewed **500K+ times**, bridging UK-Egypt policy priorities.

Intern | Jul – Sept 2007

- Supported diplomatic communications through Arabic-English press summaries and media monitoring.
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GIZ ECONOWIN - ANA HUNNA

Media Consultant | Mar 2013 – Feb 2014

- **Advocacy Campaigns:** Advised on a **4-nation initiative** promoting women's economic empowerment through film, driving **1M+ digital interactions**.
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RIM PRODUCTIONS

Camerawoman/Production Assistant | Feb 2014

- Filmed Dr. Ali Goma'a's *The Mufti's Library* (Alhayat TV), contributing to politically sensitive religious discourse during Ramadan 2013.
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YALE UNIVERSITY

Graduate Research Assistant | Sept 2011 – Aug 2012

- Assisted in academic research for a study on **media's role in Egypt's 2011 revolution**, cited in **3 peer-reviewed journals**.
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VIDEO CAIRO SATELLITE SERVICES – 25TV

Program Chief Editor, Presenter & Producer | Feb – Sept 2011

- Launched *HASHTAG*, a live TV program integrating social media trends into mainstream news, pioneering digital-to-broadcast storytelling.
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ENDEAVOR EGYPT

Communications & Outreach Manager | Sept 2010 – Feb 2011

- Produced documentary films on Egyptian entrepreneurs, amplifying their stories for regional impact.
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BLUELAW INTERNATIONAL/AMERICAN UNIVERSITY CENTER FOR GLOBAL PEACE

Study Tour Coordinator | Apr – May 2010

- Organized a human rights study tour for Iraqi judges/politicians, fostering cross-border policy dialogue.
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CLOSING THE GAP

Project Facilitator | May 2009 – Apr 2010

- Designed workshops using PSAs to address social issues, engaging **500+ participants** in marginalized communities.
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ONTV EGYPT

Assistant Producer – Reporter – Producer | Oct 2008 – Jan 2010

- Produced former *Akher Kalam* (Yosri Fouda), shaping public discourse on socio-political issues.
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EGYPT BLOGS AMERICA

Blogger/Producer | Sept – Nov 2008

- Documented the 2008 U.S. elections through blogs and a documentary, blending political analysis with grassroots storytelling.
 - US National Press Foundation Certified Training – “Journalist - Introduction to Presidential Elections”
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ADMINISTRATION OF CRIMINAL JUSTICE PROJECT

Research Assistant | Jan – Apr 2008

- Supported criminal justice reform efforts in collaboration with Egypt’s Prosecutor General’s office.
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HUMAN RIGHTS WATCH

Intern | Apr – Sept 2007

- Translated human rights documents and compiled press summaries to bolster advocacy efforts.
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EDUCATION

The American University in Cairo (AUC)

- Graduate Diploma, Political Science – International Relations (2016)
- BA, Political Science (Public & International Law), Minor: Art (2008)

The American International School (AIS) Egypt

- IB Certificates: International Relations, Art, French, English Literature (2002)
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TECHNICAL SKILLS

- **Software:** Adobe Premiere, Photoshop,
 - **Cinematography:** filming, lighting, editing, script, showreel
 - **Languages:** Arabic (Native), English (Native)
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ACHIEVEMENTS

- **FCO Excellence Award for Digital Communications** (2014)