

Lama AlKhulaif

CORPORATE COMMUNICATION |
INTERNATIONAL RELATIONS | STRATEGIC
PARTNERSHIPS | PUBLIC RELATIONS |
EVENT MANAGEMENT | MARKETING

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🏠 Riyadh, Saudi Arabia

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🌐 Saudi

SKILLS

- Strategic partnerships
- Public relations
- Relationship management
- Leadership
- Negotiations
- Event management
- Strategy
- Presentations
- Business development
- Marketing
- Fashion design
- Creativity

LANGUAGES

- Arabic | Native
- English | Advanced

EXPERIENCE

RELATIONSHIP MANAGER Feb 2025 - Present
Madtomato (Advertising Agency)

shaping and executing client-centric strategies.

Directed the acquisition, activation, and governance of strategic partnerships from initiation through execution.

Strategic Client Engagement & Stakeholder Management.

Portfolio Stewardship & Value Maximization.

Leadership Influence & Organizational Enablement.

EVENT MANAGEMENT Sep 2024 - Present
CONSULTANT

Project-based

Strategic Event Planning.

Immersive Brand Experience Curation.

Creative Operational Leadership.

Skilled in crafting cohesive, standout branding that blend strategic insight with creative design.

MANAGING DIRECTOR Oct 2023 - Sep 2024
Plus - Event Management

Business Guidelines (Corporate Governance & Operational Frameworks).

Strategic Partnerships (Collaborative Growth & Ecosystem Development).

Improvement Plans Continuous Performance Optimization.

ACCOUNT MANAGER Sep 2022 - Apr 2023
Heights Company

Own and manage key client accounts to ensure long-term satisfaction, retention, and growth.

Provide thought leadership and innovative Event's planning aligned with client goals.

Monitor project milestones, resource allocation, and deliverables quality.

KEY ACCOUNT MANAGER May 2021 - Aug 2022
Israr Holding

Partnership Strategy Development.

Partner Relationship Management.

.Joint Business Development & Growth Initiatives.

Skilled in delivering effective internal and external communication.

COSTING CONSULTANT Oct 2020 - May 2021
PowerHealth Solutions

Cost Analysis & Assessment.

Strategic Data Analysis.

Strategic Recommendations & Decision Support.

ADMINISTRATIVE Apr 2013 - May 2018
COORDINATOR

King Abdulaziz Medical City

Data Collection & Analysis.

Prepare detailed performance dashboards for management review.

Prepare clear, well-organized reports tailored to different audiences.

EDUCATION

BACHELOR'S DEGREE 2007 - 2012
King Saud University

Collage of Languages and Translation - English Language

PROJECTS

Strategic Partnerships: Forged and maintained partnerships with 63+ entities worldwide, driving collaborative initiatives, expanding organizational reach, and strengthening global networks.

Event Management: Successfully managed mega-events attracting 3,000,000+ visitors, ensuring seamless execution, high audience engagement, and measurable impact.

International Collaboration: Contributed to global initiatives through seminars, workshops, and committee consultations, providing strategic guidance and fostering knowledge exchange.

Brand & Communications Impact: Developed and executed high-impact campaigns that enhanced brand reputation, elevated visibility, and deepened stakeholder engagement.

Leadership: Led cross-functional teams on complex, high-stakes projects, consistently delivering strategic outcomes within tight timelines.

CERTIFICATIONS & COURSES

- Corporate Communication Strategy, CCS - CMI

- Certified in Exhibition Management (CEM), IAEE

- Hospitality Experience Program - Crans-Montana, Switzerland

- Youth Voice Program - Misk

- PMP preparation

- Quality Management

- Cambridge IT Skills