

SARAH H. NAHAS

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SUMMARY

Results-driven Senior Manager - Marketing and Communication Business Partner with over 10 years of experience in marketing and communication across governmental and private sectors. Currently leading strategic marketing and communication initiatives at the Royal Commission for Makkah City and Holy Sites, driving impactful campaigns, stakeholder engagement, and data-driven decision-making. Proven expertise in strategic communication, marketing research, media analysis, digital media management, and project management. Skilled in aligning communication strategies with organizational objectives, enhancing brand positioning, and optimizing engagement with key audiences. Experienced in managing high-profile projects, developing structured frameworks, and streamlining processes to improve communication effectiveness. Strong ability to collaborate with senior leadership, cross-functional teams, and external partners to achieve business goals. Holds a Master's degree in Strategic Communication and Leadership with a concentration in Digital Media. Passionate about leveraging insights, technology, and innovative approaches to drive marketing excellence and organizational impact.

EXPERIENCE

The Royal Commission for Makkah City and Holy Sites, Makkah, Saudi Arabia

December 2024 to Current

Marketing and Communication Business Partner Senior Manager

Zakat, Tax and Customs Authority, Riyadh, Saudi Arabia

November 2022 – December 2024

Communication Research & Analysis Lead

- Manage a team of 4+ in monitoring, data analysis, and reporting to support relevant departmental functions in identifying gaps and deviations, recommending solutions, and coordinating with improvement functions for implementation and follow-up.
- Provide a comprehensive overview of all marketing campaign activities (e.g., ZAKATY and Real Estate Transaction Tax) aimed at driving continuous improvements in future marketing strategies.
- Focus on managing projects that contribute to enhancing the Authority's reputation both locally and globally (e.g., [Reference One](#), [Reference Two](#), [Reference Three](#), [Reference Four](#), [Reference Five](#), [Reference Six](#), [Reference Seven](#)).
- The ongoing and strong relationship with global data systems companies and an in-depth knowledge of all their services.
- Provide clear guidance, prioritize tasks, assign responsibilities, delegate duties, and oversee the workflow of team members.
- Support vendor selection, negotiate contractual terms, plan project activities (including budget, timeline, and communication), and assist with risk assessments and mitigation plans prior to project launch.
- Monitor assigned projects ensuring alignment, on-time and successful delivery against set KPIs.

Ministry of Energy, Riyadh, Saudi Arabia

March 2022 – November 2022

Analysis Lead

- Led the creation and setup of a new center for monitoring and reporting.
- Managed and mentored a team of 5+, enhancing their skills in monitoring and analytical techniques.
- Created and implemented standards for accurate and consistent reporting.
- Played a key role in developing an efficient archiving system.
- Worked closely with the Minister of Energy, HRH Prince Abdulaziz bin Salman, to align with his strategic goals.
- Oversaw the integration of new technologies to improve data management.
- Enhanced reporting methods to ensure high standards of accuracy and relevance.

Ministry of Media (Center for Government Communication), Riyadh, Saudi Arabia

September 2020 – February 2022

Media Analysis and Project Manager

- Successfully established and managed "The Developing Monitoring Unit & Production Reports."
- Took responsibility for the day-to-day management and execution of the project within scope, schedule, budget, and quality constraints, and executed change requests.
- Led the project team, tracked progress, and addressed issues to keep the project on track.
- Identified skill gaps within project teams and implemented training programs to address them.

TRACCS Company, Jeddah, Saudi Arabia

March 2019 – August 2020

Digital Media Manager

- Conceptualized, budgeted, built, and executed paid social and digital advertising campaigns through competitive research, platform determination, messaging, audience identification, and benchmarking.
- Was responsible for project management, media relations, and social media management in support of all public relations and marketing initiatives.
- Developed social media accounts for a variety of clients, including SDAIA, NUPCO, AMC Cinemas, and Tabuk Pharma, to improve their presence and awareness.
- Monitored, compiled, benchmarked, and reported data regarding account health, news, and campaigns for SDAIA, Saudi Customs, Shaza Hotels, and AMC Cinemas.
- Created a crisis management plan (CMP) for Riyadh Season and AMC Cinemas to prevent potential crises during the projects.
- Developed and executed marketing plans that met financial objectives and aligned with brand strategies.

Intellectway Company, Virginia, Washington, D.C

February 2018 – August 2018

Digital Media Internship

- Assisted with social media campaigns by coordinating content and strategy, while also supporting web development projects through active participation with the development team.
- Produced and proofread website content for accuracy and consistency, as well as designed and created sales materials for various campaigns.
- Attended client meetings to discuss project requirements, provide updates, and address concerns to ensure clear communication and alignment with client objectives.
- Completed various administrative tasks, such as managing schedules, organizing documents, and handling correspondence to support project efficiency.

(ARC) TRACCS Company, Jeddah, Saudi Arabia

January 2015 – July 2015

Project Management Specialist

- Delivered full-scale project management and event management support to clients in both the government and private sectors.
- Worked in close collaboration with team members to generate ideas that best projected the client's image, and organized collateral and marketing strategies related to programs and community events.
- Actively liaised with teams and utilized event platforms to direct production requirements for the event and promote the strategic priorities of the organization.
- Managed post-project closeout, including budget tracking, communication, and evaluation, and achieved successful outcomes for clients in multinational organizations.

Journalist

- Interviewed high-profile figures and created several articles in both Arabic and English on a variety of topics.
- Generated innovative publishing ideas with a focus on financial profitability.
- Managed and revitalized social media outlets, including Twitter, Facebook, and Instagram.

CERTIFICATIONS

- **Cyber Security**, The Royal Commission for Makkah City and Holy Sites, 2025
- **Best Contact Center and Best Use of Technology**, Saudi Customer Experience Awards, 2024
- **Towards a Professional Work Environment**, Zakat, Tax and Customs Authority, 2024
- **Team-Building Spirit**, Zakat, Tax and Customs Authority, 2024
- **Advanced Excel**, Zakat, Tax and Customs Authority, 2023
- **Data Protection**, Zakat, Tax and Customs Authority, 2023
- **Strategic Management Professional**, National Center for Performance Measurement, 2021
- **Key Performance Indicator Professional**, National Center for Performance Measurement, 2021
- **Key Performance Indicator Fundamentals**, National Center for Performance Measurement, 2021
- **Media Monitoring and Sensika Monitoring System**, Ministry of Media, 2020
- **Content Marketing**, HubSpot Academy, 2018
- **Email Marketing**, HubSpot Academy, 2018
- **Contribution and dedication as Volunteer**, Saudi Arabian Cultural Mission, 2017
- **Media Quadrants**, Jasarah, 2012
- **Photography and Photoshop**, BA Photography, 2011
- **Media Image Creation**, King Abdulaziz University, 2010

EDUCATION

Maryville University of Saint Louis , Saint Louis, United States Master of Arts in Strategic Communication and Leadership with a concentration in Digital Media (GPA: 4/4)	January 2017 – December 2018
Stafford House International , San Francisco, California Intense Coursework in Academic (Listening, Speaking, Reading, Writing, Grammar)	September 2016 – October 2016
San Francisco State University , San Francisco, California Intense Coursework in Academic (Listening, Speaking, Reading, Writing, Grammar)	May 2015 – August 2016
EF International Language Campuses , San Francisco, California Intense Coursework in Academic (Listening, Speaking, Reading, Writing, Grammar)	April 2015 – May 2015
King Abdulaziz University , Jeddah, Saudi Arabia Bachelor of Arts in Journalism (GPA: 3.75/5)	September 2010 – July 2014