

Fadda Alshammari

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Professional Summary

Media and public relations expert with over 25 years of experience in television presenting, journalism, and media management. Skilled in leading teams, delivering high-quality reports, covering major events, and managing crises effectively. Recognized with multiple appreciation letters and awards from government and private organizations.

Skills

- Journalistic Writing
- Media Reporting
- Microsoft Office
- Public Relations
- Leadership & Team Management
- Collaboration and Teamwork
- Effective Communication
- Crisis Management & Problem Solving
- Creativity and Innovation
- Adaptability and Flexibility

Work Experience

Media Consultant- Human Rights Commission (2019 – 2024)

- Developed and executed media strategies to support human rights initiatives.
- Managed press relations and provided official media statements.

Public Relations & Media Consultant – Saudi Export Development Authority (2018 – 2019)

- Designed PR campaigns to promote Saudi exports internationally.
- Coordinated media coverage for events, forums, and trade exhibitions.

Chief Executive Officer – Dreams Media Foundation (2013 – 2018)

- Directed overall media operations and strategic planning.
- Led teams in producing creative media content and campaigns.

Editor-in-Chief – Saudi Business Magazine (2011 – 2014)

- Supervised editorial team and managed content publication cycles.
- Produced exclusive economic reports and feature interviews.

TV Presenter & Correspondent – CNBC Arabia (2004 – 2010)

- Presented live TV programs and conducted on-air interviews.
- Produced and reported over 850 television segments covering economic and political events.

News Anchor – Saudi TV – Channel One (2003 – 2004)

- Delivered daily news bulletins to national audience.
- Collaborated with editorial team to ensure accuracy and credibility.

TV Presenter – Dreams Show – MBC Channel (2001 – 2003)

- Hosted prime-time television program with wide regional audience.
- Engaged viewers with interactive and entertainment-driven content.

Administrative Manager – Al Jazeera Medical Center (2000 – 2001)

- Oversaw daily operations and managed staff scheduling.
- Implemented administrative procedures to improve efficiency.

Program Supervisor – ARA Cable TV Services (1998 – 2000)

- Monitored and coordinated broadcasting schedules and program flow.
- Assisted in production planning and technical operations.

Education

Bachelor's Degree in Media – King Abdulaziz University

Achievements

- Served as CEO of the Saudi Commercial Broadcast Conference for two consecutive years. Collaborated with renowned media figures including Dr. Abdulaziz Khoja.
- Produced and delivered more than 850 TV reports.
- Covered over 1100 economic, social, and political events.
- Received numerous appreciation letters and recognition awards from government and private entities.

Languages

- Arabic: Native
- English: professional