

RASHA ALFARIS

Communications, Government, PR Expert

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SUMMSRY

Strategic communicator, PR expert, and government affairs professional with 15+ years of experience in multilingual content, localization, and high-stakes external communication. I've partnered with global organizations like the UN, DB Engineering, and Vision 2030 initiatives, helping them build trust, navigate policy, and craft messaging that resonates across cultures.

My strength lies in turning complex ideas into clear, culturally attuned communication in Arabic, English, and context. Whether it's shaping narratives, managing reputation, or aligning messaging with national priorities, I bring clarity, diplomacy, and deep local insight to every challenge.

Rooted in Diriyah, fluent in diplomacy, and passionate about storytelling that bridges sectors, audiences, and borders.

EDUCATION

- **University of Hertfordshire (UK)**
2002 M.A in Media and Journalism
Public Relations & Digital Communications
- **University of Hertfordshire (UK)**
2000 B.A in English
English & Creative Writing

LANGUAGES

- **Arabic:** Native
- **English:** Professional
- **Italian:** Intermediate

SKILLS

- Strategic Communication Planning
- Government Relations Management
- Stakeholder Engagement Strategy
- Public Affairs Strategy
- Crisis Communication Leadership
- Media Relations Execution
- Cultural Communication Advisory
- Reputation Risk Management
- Executive Messaging Support
- Multilingual Content Development
- Localization and Transcreation
- Arabic-English Translation
- Transcription Proofreading Expertise

WORK EXPERIENCE

DIRECTOR OF COMMUNICATIONS, PUBLIC RELATIONS AND GOVERNMENT AFFAIRS

Deutsche Bahn (DB) Engineering & Consulting - Riyadh, Saudi Arabia

Mar 2025 - Present

- Define and lead the government communications and tender strategy across KSA.
 - Act as the senior representative in engagements with ministries, authorities, and regulators.
 - Lead PR efforts aligned with national and international communication standards.
 - Advise C-suite on strategic messaging, positioning, and compliance for public sector and cross-border proposals.
 - Oversee high-level bilingual communications including RFPs, white papers, and executive correspondence.
 - Manage planning and submission of complex tenders on platforms like Etimad, ensuring regulatory compliance.
 - Direct cross-functional teams spanning PR, legal, finance, and technical disciplines.
 - Cultivate partnerships with sovereign entities, regional stakeholders, and global institutions.
 - Deliver strategic reporting, crisis communication planning, and performance insights to executive leadership.
 - Lead crisis communication planning and response in coordination with German HQ and Saudi stakeholders.
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SENIOR MANAGER OF EXTERNAL COMMUNICATION, GOVERNMENT, & PUBLIC AFFAIRS

UNHCR, the UN Refugee Agency - Riyadh, Saudi Arabia

Jan 2024 - Feb 2025

- Represent UNHCR in high-level discussions with Saudi government entities to align external messaging with national policy goals.
- Serve as liaison to regulatory bodies, public sector HR teams, and strategic partners.
- Manage media relations across local, regional, and international platforms, and lead external communication for national initiatives, summits, and official delegations.
- Monitor local media sentiment and workforce narratives to inform strategy.
- Lead crisis communications related to employee matters or reputational risk with sensitivity to Saudi protocols.
- Ensure alignment between internal departments: HR, legal, and executive leadership on sensitive or high-level personnel communications.
- Use enterprise platforms (e.g., SharePoint, intranet) to streamline staff updates and maintain transparency.

MANAGER OF MULTILINGUAL COMMUNICATIONS AND CULTURAL LIAISON

UNHCR, the UN Refugee Agency - Riyadh, Saudi Arabia

Jan 2022 - Dec 2023

- Lead multilingual and diplomatic communication strategies aligned with global humanitarian objectives.
 - Facilitate liaison between UN missions, local authorities, and regional partners to support refugee initiatives and public awareness campaigns.
 - Direct communication efforts including policy briefs, media statements, and executive messaging on humanitarian and migration issues.
 - Lead the development, localization, and quality assurance of multilingual content for internal and external communications, legal, marketing, and public affairs.
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SENIOR CONTENT WRITER, TRANSLATOR, REVISER, AND TERMINOLOGIST

Diriyah Gate Development Authority - Riyadh, Saudi Arabia

Nov 2017 - Oct 2021

- Engaged in content development aligned with Saudi Vision 2030 objectives across tourism, culture, and infrastructure sectors.
 - Collaborated with public sector entities to ensure terminology and messaging were culturally appropriate and aligned with national branding.
 - Supported the government relations team with bilingual documentation for external and diplomatic audiences.
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SENIOR TRANSLATOR

GE Baker Hughes - Khobar, Saudi Arabia

Mar 2014 - Sep 2017

- Translated technical documentation and public affairs content relevant to national energy initiatives.
 - Supported communication between corporate teams and local government entities during project planning.
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SPECIALIST TRANSLATOR

Ma'aden - Riyadh, Saudi Arabia

May 2008 - Feb 2014

- Prepared internal and external communications for government reporting and regulatory compliance.
- Reviewed translated content for public-facing and investor materials.

TRANSLATOR

Ministry of Foreign Affairs - Riyadh, Saudi Arabia

Jun 2004 - May 2008

- Translated diplomatic, legal, and policy-related materials; ensured alignment with foreign affairs protocols.
 - Convert text and audio recordings from English to Arabic.
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ARABIC CONTENT TRANSLATOR

IBM - London, United Kingdom

Feb 2002 - Mar 2004

- Translated content for international digital platforms, contributing to IBM's localization and public engagement efforts.