



✉ khbikan@gmail.com

☎ +966 502121215

📍 Riyadh, Saudi Arabia

# KHALED ALSHAMMRI

Consultant in PR & Strategic Communications |  
Building Reputation & Managing Crises with Impact

in [linkedin.com/in/khaled-al-hbeikan](https://www.linkedin.com/in/khaled-al-hbeikan)

## CORE COMPETENCES

- Strategic Communication Development
- Analytical Thinking and Audience Analysis
- Crisis Management and Resolution
- Media Relations
- Customer Experience (CX) and Stakeholder Engagement
- Cross-Functional Team Leadership
- Negotiation and Partnership Development
- Program Innovation and Impact Measurement
- PMP (Project Management Professional)
- Advisory Expertise
- Emotional Intelligence (EQ)
- Dynamic Performance Optimization
- Innovative Program Design
- Leadership Development and Coaching
- Crisis Communication Strategy
- Stakeholder Engagement Strategy

## EDUCATION

Bachelor of Business Administration  
[King Faisal University, Saudi Arabia](#)

Diploma in Cisco Networking  
[Cisco Academy, STC, Riyadh](#)

## PROFESSIONAL SUMMARY

Visionary and results-oriented Business Development & Strategic Communications Leader and Consultant, specializing in crafting high-impact strategies that drive organizational success.

With over 20 years of diverse experience across local and international public and private sectors, I bring emotional intelligence, dynamic leadership, and a proven track record in developing innovative communication solutions that enhance reputation and foster sustainable growth.

Skilled in advising leadership teams, leading cross-functional initiatives, and managing complex communication crises with measurable outcomes. Adept at designing audience-focused programs, optimizing operational efficiency, and positioning organizations for long-term success.

## WORK EXPERIENCE

📍 2023 - Present | SME Bank

### Director of Communications and Public Relations

- Identified press opportunities through evolving market trends and organizational updates.
- Developed and disseminated high-impact content through press releases, social media, websites, and other channels, ensuring alignment with vital business strategies.
- Monitored and analyzed online and offline campaigns, providing detailed reports on performance metrics and ROI.
- Negotiated and secured partnerships with media channels, ensuring cost-effective and impactful collaborations.
- Built and managed the organization's social media presence, increasing engagement and brand awareness by 40%.
- Promoted additional projects to support new product launches, driving customer engagement and satisfaction.
- Established and nurtured long-term relationships with media influencers, fostering trust and collaboration.
- Managed the organization's media budget, ensuring optimal allocation and return on investment.
- Created comprehensive press kits, newsletters, and marketing materials tailored to diverse audiences.
- Developed and executed innovative communication strategies that enhanced customer loyalty, brand recognition, and satisfaction.
- Planned and managed the design, content, and production of all media materials, ensuring high-quality, publication-ready outputs.
- Collaborated with marketing departments to generate new ideas and strategies for product launches, events, and promotions.

## TRAINING

- Image Making and Reputation Management
- Customer-Centric Strategy
- Managing Creativity
- Preparing Professional Media Campaigns
- Marketing Creative Drafting Secrets
- Negotiation Skills
- Customer Care
- Sales Planning and Sales Skills
- Project Management Professional (PMP)
- Delegation, Motivation, and Creativity at Work

## SKILLS

- Leadership and team supervision
- Strategic planning and execution
- Public relations and media management
- Crisis communication and resolution
- Analytical thinking and decision-making
- Innovative content creation
- CX enhancement and audience engagement
- Negotiation and collaboration

## WORK EXPERIENCE

### • SME Bank - Director of Communications and Public Relations

#### Key Impact

- Played a critical role in shaping SME Bank's public image by leveraging strategic communication and media partnerships.
- Increased audience engagement by 40% through innovative social media campaigns and branding strategies.
- Delivered measurable results in enhancing brand awareness and customer satisfaction through impactful marketing initiatives.

### • 2017 - 2023 | Ministry of Municipality, Rural and Housing Affairs, Riyadh



#### Director of the Minister's Media Center

- Designed, planned, and implemented comprehensive communication programs to enhance the public image and strategic influence of His Excellency the Minister.
- Developed and executed the Minister's media appearance strategy, ensuring consistent messaging and impactful representation.
- Maximized the effectiveness of the Minister's media engagements by preparing high-quality content and coordinating media presentations.
- Crafted media materials and speeches for the Minister's contributions to public and private forums.
- Directed and supervised media teams to ensure alignment with organizational objectives.

#### Director of Strategic Communications Planning and Development

- Identified and addressed areas for improvement within organizational workflows and processes, enhancing overall efficiency.
- Developed strategic plans for policies and procedures, fostering a more productive and collaborative work environment.
- Collaborated with marketing teams to plan and execute high-quality communication programs.
- Formulated and implemented general communication strategies to strengthen the organization's public outreach.
- Enhanced the quality of communication outputs by introducing innovative development opportunities.
- Designed sustainable and efficient workflows for communication committees and departments to ensure long-term success.

#### Head of Media Partnerships

- Defined and implemented strategic communication goals while aligning them with media partnerships.
- Identified and developed key strategic partnerships, establishing engagement plans tailored to organizational needs.
- Managed and negotiated high-value media deals and partnership agreements, enhancing collaboration with public and private entities.
- Developed policies and action plans to optimize media relations and partnerships.
- Determined effective communication channels, mechanisms, and metrics to measure the success of strategic initiatives.
- Initiated and led strategic communication initiatives, creating impactful media programs in collaboration with stakeholders.

#### Senior Communication Manager

- Designed and executed effective public relations plans utilizing advanced strategies and tactics.
- Established and nurtured strong relationships with stakeholders, including media outlets, service providers, and other partners.
- Leveraged diverse communication channels (TV, press, digital platforms) to maximize the Ministry's exposure and reach.

## WORK EXPERIENCE

### Ministry of Municipality, Rural and Housing Affairs - Senior Communication Manager

- Conceptualized and organized creative promotional campaigns and events to elevate public engagement.
- Streamlined marketing and sales efforts across the supply chain to boost brand awareness and reputation.
- Explored new business opportunities for growth, acquiring key sponsorships to support strategic goals.
- Analyzed campaign data to generate performance insights and improve future initiatives.
- Developed crisis management tactics and corporate communication strategies to strengthen public relations efforts.
- Increased awareness of MOMRAH's key programs (Ejar, Sakni, and Mostadam) through strategic media placements and successful PR campaigns.

#### Key Impact

- Played a pivotal role in elevating the Ministry's public image and influence through innovative communication strategies and impactful media campaigns.
- Increased public awareness of key programs such as Ejar, Sakni, and Mostadam by 60% through strategic media placements and partnerships with influential media outlets.
- Established sustainable workflows and operational mechanisms that improved departmental efficiency by 40% across multiple communication divisions.
- Spearheaded the development and launch of strategic partnerships with public and private entities, ensuring cost-effective collaborations that amplified the Ministry's visibility.
- Enhanced the Minister's public presence and media representation through high-quality content development and meticulously coordinated media appearances.
- Successfully integrated innovative crisis management strategies, safeguarding the Ministry's reputation during critical periods.
- Designed and implemented cross-departmental collaboration frameworks that streamlined project execution, ensuring faster delivery of impactful initiatives.
- Mentored and led high-performing communication teams, fostering a culture of creativity, accountability, and excellence in public relations outputs.

### 2014-2016 | Royal Embassy of Saudi Arabia, Bangkok



#### Communication Officer

- Developed and implemented strategic communication plans to address citizen-related issues and support Embassy decision-making.
- Managed media campaigns to enhance visibility and foster relationships with local and international media.
- Acted as a liaison with Thai authorities on legal, medical, and tourism matters, ensuring effective resolutions.
- Organized press briefings and created materials to communicate the Embassy's objectives.
- Led crisis communication efforts during critical incidents, safeguarding the Embassy's reputation.
- Promoted cultural and diplomatic initiatives to strengthen Saudi-Thai relations.

### 2014-2016 | STC Group, Riyadh



#### Senior Key Account Manager

- Managed high-profile Enterprise Business Unit (EBU) accounts, ensuring tailored service delivery and exceptional client satisfaction.
- Directed cross-functional teams to deliver integrated solutions, driving operational efficiency and exceeding client expectations.
- Negotiated high-value service agreements, fostering long-term partnerships and revenue growth.
- Conducted business analyses and offered customized solutions to enhance service value and align with client goals.
- Designed and implemented growth strategies, increasing client retention and revenue while meeting organizational KPIs.

### 2010-2011 | VIVA Bahrain



#### Commercial Chief Assistant

- Supported commercial teams in achieving sales targets, contributing to company growth and market share.
- Enhanced User Experience (UX) and Customer Experience (CX) through innovative strategies, improving satisfaction and retention.
- Streamlined operational processes in collaboration with cross-functional teams, aligning with organizational goals.
- Conducted performance analyses and provided recommendations to optimize sales operations and service delivery.
- Delivered training programs for sales and customer service teams, boosting productivity and customer loyalty.

# WORK EXPERIENCE

---

• 2009–2010 | **STC Group**, Riyadh



## Customer Experience Team Leader

- Led a team to achieve departmental goals by distributing tasks, setting clear objectives, and monitoring performance metrics.
- Enhanced User Experience (UX) and Customer Experience (CX) through cross-functional collaboration and process improvements.
- Streamlined workflows, reduced response times, and implemented solutions to improve customer satisfaction and service delivery.
- Conducted performance evaluations and provided training programs to upskill team members and enhance productivity.
- Established KPIs and utilized analytics to optimize team performance and sustain excellence in customer support.
- Introduced innovative tools to enhance customer engagement and personalized service delivery.

• 2008–2009 | **VIVA Kuwait**



## Commercial Chief Assistant

- Managed and supervised call centers and sales teams, ensuring consistent delivery of high-quality customer service and operational excellence.
- Implemented process enhancements that optimized response times and resolved customer issues efficiently, leading to a measurable increase in satisfaction scores.
- Spearheaded efforts to align sales operations with strategic objectives, boosting team performance and achieving company-wide KPIs.
- Conducted comprehensive assessments of call center workflows, introducing improvements that enhanced service efficiency and reduced operational bottlenecks.
- Developed and enforced best practices for customer interactions, fostering a culture of service excellence and professionalism.
- Collaborated with marketing and operational teams to align communication strategies with service delivery goals, driving cohesive and effective campaigns.

• 2006–2008 | **Saudi Telecom Company (STC)**



## Team Leader

- Directed and mentored a team to achieve operational goals, ensuring consistent high-quality service across customer touchpoints.
- Designed and implemented performance improvement strategies, boosting productivity and efficiency.
- Streamlined workflows and enhanced customer experience through cross-departmental collaboration.
- Analyzed performance metrics to identify improvement areas and implemented innovative solutions.
- Oversaw daily team operations, ensuring compliance with company policies and quality standards.
- Resolved complex customer issues while maintaining a focus on satisfaction and retention.
- Developed KPIs and utilized insights to drive continuous improvement and align team objectives with strategic goals.