

Abdulelah Alrashed

Associate Director - Media & Corporate Communications center

CONTACT

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SKILLS

- Project Planning
- Budget Control
- Business Strategy
- Strategic Planning
- Vendor Management
- Contract Management
- Communication
- Time Management
- Operation Excellence
- Team Management
- Brand Management
- Negotiation
- Decision Making
- Problem Solving

PROFESSIONAL CERTIFICATES

Certified KPI Professional

KPI institute Dec 2021

Project Management Professional 'PMP'

Project Management Institute 'PMI'
On Progress

LANGUAGES

English Language



Arabic Language



PROFILE

An engineer with expertise in communications. I have developed my career through a variety of roles, from engineering management to project management, communications, Events management. I am always eager to learn new things and stay up-to-date on best practices in order to achieve organizational strategic objectives and exceed expectations in my assigned roles. I am proud of my ability to use these skills to deliver successful projects on time and within budget. I am also experienced in managing complex projects with multiple stakeholders. I am confident that my skills and experience make me a valuable asset to any team. I am eager to take on new challenges and contribute to the success of your organization.

EDUCATION

Postgraduate Certificate in Logistics and Operations Management

2019 Cardiff University

Bachelor of Mechanical and Manufacturing Engineering

2015 University Of south Wales

EXPERIENCE

Associate Director - Media & Corporate Communications center

Naif Arab University for Security Sciences Mar 2025- present

- Strengthened the university's reputation as a leading authority in security sciences through strategic media relations and public affairs.
- Built and expanded high-level partnerships with government agencies, security organizations, and key media outlets.
- Led crisis communication efforts, ensuring swift and effective reputation management.
- Advised senior leadership on strategic messaging for government engagements, international forums, and academic collaborations.
- Enhanced internal communications to drive transparency, engagement, and institutional alignment.
- Directed the development of high-impact content and digital strategies to reinforce thought leadership and security communication best practices.

Head of Corporate Communications & Events

Jan 2024 - Jan 2025

- Developed and executed corporate communications strategies aligned with business objectives to enhance brand reputation and stakeholder engagement.
- Led internal communications initiatives, including executive messaging, town halls, and employee engagement campaigns, to foster a unified corporate culture.
- Directed crisis communication planning and reputation management strategies, ensuring effective responses during critical situations.
- Managed corporate messaging frameworks, ensuring consistency across all internal and external communication channels.
- Built and maintained strategic relationships with media, industry partners, and key stakeholders to amplify corporate visibility.
- Oversee digital and traditional media channels.
- Collaborate across departments.
- Implement data-driven communication initiatives.
- Spearhead public relations efforts.
- Oversee the planning, coordination, and execution of corporate events.
- Manage and allocate budgets effectively.
- Develop and manage an annual events calendar (Internal / External)
- Create and oversee detailed event execution plans.
- Manage and allocate event and communication department budgets.
- Drive the creation and distribution of high-quality content.

TRAINING & COURSES

- Change Management
- Lean Management
- Effective Communication skills Management
- Career Excellence
- Problem Solving and Decision Making
- Administrative Leadership
- Project Management Professional Training
- KPI Institute Training
- Effective Team Leading Management
- Business Analysis
- Agile Project Management
- Critical Thinking
- Business Strategy
- Leadership And People Management

PROJECTS MANAGED

- Culture House Project - Library commission - Ministry of Culture
- Future Minerals forum
- Mrsool 'Alawwal' Park
- Altanfeethi
- Ministry of Industry and Mineral Resources
- Saudi Arabia Railways 'SAR'
- National Water Company
- Ministry of Human Resources and Social Development
- SMC
- Alarabia
- Tawuniya
- Sayyar
- MMC

Acting head of Marketing and Branding

Jan 2024 - July 2024 ALTANFEETHI

Senior Project Manager

Feb 2023 - Jan 2024 Elm Company

Manage a multi-functional project that spans multiple departments, including operation excellence, event management, investment and partnership, IT, human resources, and marketing.

- Assign and manage resources
- Prepare and execute events calendar.
- Set overall MARCOM Plan.
- Create and implement tailored plans for specific events.
- Develop and sustain media partnerships.
- Oversee the planning and execution of video production.
- Arrange transportation and accommodation for teams across multiple cities.
- Coordinate the delivery and tracking of assets to various project locations.
- Ensure logistics plans align with city-specific regulations and timelines.

Digital Media Manager

Nov 2022 - Feb 2023 Ministry of Industry and Mineral Affairs (FMF 2023)

- Oversee the digital presence for forums and social media accounts.
- Manage live content feeding on social media during live sessions of forums.
- Collaborate with cross-functional teams.
- Analyze digital engagement metrics.
- Develop and manage a content calendar for forums social media accounts.
- Create detailed live content execution plans.
- Manage and allocate budgets for digital media activities.
- Ensure consistent brand messaging during live sessions.

Digital marketing Manager

Aug 2022 - Nov 2022 Manifest

- Prepare digital marketing plans to boost brand awareness and engagement.
- Overseas online campaigns across multiple channels.
- Analyzed market trends to refine targeting and strategy.
- Apply digital marketing trends and innovations.
- Enhance visual design to uplift campaigns outcomes .

Digital Media Manager

Jan 2021 - Feb 2021 Ministry of Industry and Mineral Affairs (FMF 2022)

- Oversee the digital presence for forums and social media accounts.
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- Collaborate with cross-functional teams.
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- Manage and allocate budgets for digital media activities.
- Ensure consistent brand messaging during live sessions.

Projects Director

Nov 2020 - Dec 2021 Nabrah

- Assign and manage marketing project managers.
- Set overall communication plans.
- Evaluate and authorize content strategies.
- Assess and approve visual assets.
- Review and endorse campaign strategies.
- Develop and oversee the logistics strategy for large-scale projects, ensuring seamless execution.
- Manage vendor contracts for transportation, accommodation, and asset delivery.
- Supervise the allocation and tracking of resources and equipment across project phases.

Digital Marketing Manager

Nov 2019 - Feb 2020 Pureminds

- Develop and manage digital marketing media plans.
- Analyze digital engagement metrics.
- Develop and manage a content calendars.
- Manage and allocate budgets for digital media activities.
- Manage and assign team for related project.
- Ensure consistent brand messaging.

Mechanical Engineer

Mar 2016 - Apr 2018 Saudico

- Take-off quantities for tender projects, Firefighting, HVAC and plumbing
- Preparing submittal for the site team with products specifications and catalogs
- Comparison sheets for offers with the prices and features.