

ABEER ABDALLA

Riyadh, Saudi Arabia | +966 59 142 8888 | AOAbdalla@icloud.com | [linkedin.com/in/abeerabdalla](https://www.linkedin.com/in/abeerabdalla)

An accomplished and multifaceted **PR & Intercultural Communications Strategist** with 20+ years of experience in Saudi Arabia and the USA. Committed to **driving change** and **innovation in media, PR & communications and strategic impact storytelling** with expertise in the **sociocultural, historical and heritage sectors** in Saudi Arabia and globally. Proven track record in strategizing and executing **results-driven campaigns and programs** for multinational **corporates, government and non-profit** clients. A **trusted advisor** and **consultant** skilled at **building strategic partnerships** and **leading cross-functional teams**. A bilingual American citizen and **published author** with in-depth **regional and international cultural fluency** and insight.

SKILLS

Strategic Communications | Media Relations | Omnichannel Content Development | Marketing & Brand Management | Digital & Social Strategy | Business Development | Value Proposition Development | Community Impact Strategy | Intercultural Communication | Crisis Communications | International Affairs/ Government Relations | Speechwriting | Project Management | Team Leadership and Mentoring | Leadership Training | Strategic Partnerships | High-value Client Engagement & Relationship Building | Cross-functional Collaboration | Negotiation & Influencing | Bilingual Communication | Public Speaking & Presentation | Adaptability

CAREER HIGHLIGHTS

- **Selected for a senior directorship role at *FleishmanHillard* due to recognized excellence and leadership** in preserving and advancing Saudi Arabia's *Vision 2030* through diverse private and government initiatives
- **Directed community impact initiatives regionally and globally** in diverse roles – including Vice-President and founding member of *Women in Film and Television – MENA* in Saudi Arabia and as a Global Connections Advanced Scholar of Terrorism Studies for *UCF Global Perspectives & International Initiatives* in the USA
- **Delivered strategic PR advocacy** for *Zora Neale Hurston Institute for Documentary Studies; National Press Club; Washington National Opera; Junior League of Washington; University of Central Florida, and Valencia College Foundation*
- **Offered heritage consultancy, government affairs and arts advocacy, and production services** for the Association of Performing Arts Presenters in Washington DC.
- **Led bespoke training and workshops on Cultural Diplomacy, Diversity & Inclusion, and Protocol** with the *US State Department* for *Walt Disney Imagineering*
- **Served in an advisory capacity** at the Saudi Arabian Cultural Mission to the United States in Washington, DC.

WORK EXPERIENCE

Managing Director & FRONTLINE 2030 Columnist | The Saudi Times Riyadh, Saudi Arabia | October 2025 – Present

- **Lead editorial strategy and oversee special coverage** – focused on Saudi Arabia's transformation under Vision 2030, leading policy, culture, and innovation
- **Author Frontline 2030, a flagship column examining reform, transformation, diplomacy** and the intersection of leadership and global perception of the Kingdom of Saudi Arabia.

Regional PR Director – Saudi Arabia | FleishmanHillard (Omnicom Group) Riyadh, Saudi Arabia | May 2023 – May 2024

- **Functioned as Senior Advisor to the firm** – leveraged expertise in both, local culture and Western nuances, to bridge communication gaps for a portfolio of multisector clients, including **B2G and large multinationals**
- **Drove business development and portfolio growth** – secured international business alliances and managed key stakeholder relationships to enhance the firm's market presence and regional brand visibility
- **Increased client loyalty by deeply understanding client vision, brand and key business drivers** – crafted and presented best-fit, omnichannel communication and PR solutions, including developing consistent, cohesive narratives and messaging across all entities
- **Led content creation and localization efforts** – ensured cultural relevance and resonance across all deliverables and vetted final product quality for adherence to client expectations
- **Mentored and managed project teams of up to 50 multicultural personnel** - providing guidance on local cultural nuances and effective working methods, including cultural orientation for Western employees

PR Strategist & Consultant | Independent

Riyadh, Saudi Arabia | Jan 2020 – Present

- **Offer strategic advisory and private consulting on bespoke, innovative PR & Communications** – specialize in media relations, public image re-branding, strategic impact storytelling, narrative building and cultural diplomacy for C-suite executives
- **Align client-centric narratives with Saudi Arabia's Vision 2030 strategic framework** – facilitate market entry and expansion by enabling global and regional businesses to appeal to Saudi audiences while maintaining the client's authentic voice and values

- **Create compelling communication strategies by merging global standards with regional insights** – develop narratives tailored to the Saudi market while adhering to international best practices
- **Successfully delivered diverse projects** for multisector clients including:
- **Strategic & Impact Storytelling:** *Misk Foundation (Mohammed bin Salman Non-profit City “Misk City,” Misk Schools, ilmi), Al Balad Development Company, Special Olympics Saudi Arabia (SOSA), Women in Film and Television (WIFT) – MENA, ASMO (Aramco & DHL JV), Saudi Heritage Preservation Society, Dur Alkuttab – BIT Schools*
- **International Media Relations & PR Strategy (brand launches, C-suite branding, events):** *Misk Foundation, Saudi Ministry of Sports, Special Olympics Saudi Arabia (SOSA), Desert Rose Entertainment /Fujairah Films/ WIFT-MENA KSA, Diriyah Gate Development Authority (DGDA), Saudi Ministry of Energy, Saudi Ministry of Industry & Mineral Resources, Hewlett Packard Enterprise, Front End, British Council, Van Cleef & Arpels*
- **Strategic Content & Brand Development:** *Misk Foundation, Riyadh Expo 2030, Special Olympics Saudi Arabia (SOSA), Saudi Heritage Preservation Society, UAE Ministry of Health & Prevention, Coca Cola International x Saudi Ministry of Sport for FIFA World Cup Russia*
- **International & Intercultural Communications and Protocol & Cultural Diplomacy Training:** *Misk Foundation, Walt Disney Imagineering x US State Department, Saudi Ministry of Sports*
- **Thought Leadership Training and C-suite Branding & Consultancy:** *Misk Foundation, Saudi Design Festival, Saudi Greening Initiative*
- **Community Engagement Campaigns:** *SOSA, Desert Rose Entertainment /Fujairah Films/ WIFT-MENA KSA, DGDA, UAE Ministry of Health & Prevention, Kimberly-Clark Corporation (Olayan Kimberly-Clark Saudi)*

Account Director | WPP – Grey MENA

Riyadh, Saudi Arabia | Jan 2018 – Dec 2020

- **Spearheaded the strategic planning and delivery** of diverse services for **government, corporate, and non-profit clients** – ensured cohesive results across PR, marketing, digital, social media, and event project management
- **Delivered strategic senior counsel for content marketing** – improved overall client satisfaction by optimizing content publication channels, timing, and influencer engagement
- **Increased content reach across all platforms by leveraging robust fluency of the Saudi Arabia and GCC region's key audiences** (local stakeholders, media and influencers) - wrote, directed, and managed compelling English copywriting and storytelling
- **Offered strategic counsel on high-value projects with government and VIP clients** – earned client trust by maintaining discretion
- **Strengthened client relationships as a trusted advisor** – added significant value through innovative, proactive ideation and high-quality storytelling, achieving client business objectives aligned with their vision

Assistant Director – PR & Communications | Al-Jazirah Corporation

Riyadh, Saudi Arabia | Apr 2013 – Dec 2017

- **Enhanced public relations impact** - wrote, produced, and edited original copy for digital campaigns, event publicity, media releases, external marketing and promotional videos; **elevated communication quality** as the lead English-language copywriter and copyeditor
- **Strengthened brand presence at global forums and grew business partnerships** – represented the company as the **Corporate Spokesperson**; presented and led workshops in 4 continents as the **Brand Ambassador** for the *ji-6 Innovations in Print* roadshow **showcasing emerging technologies** and methodologies for the future of print media in the digital age
- **Managed a comprehensive bilingual communications program** – ensured consistency across all on-and-offline print and digital assets; identified and upgraded approaches to align with **cultural, linguistic, and social nuances**
- **Improved marketing efficiency by developing omnichannel marketing messaging across 6 channels** – including web, email, direct mail, seminars, conferences, and sales to support a diverse product portfolio
- **Increased social media engagement** – created and managed social media campaign strategies for major digital products
- **Optimized data-driven decision-making and campaign effectiveness** – guided the team on effective data collection and measurement from analytic systems *Effective Measure, OOX, and Google Analytics*

EARLY CAREER SUMMARY

- **International Advisor | Saudi Arabian Cultural Mission to the USA** Washington D.C., USA | Apr 2011 – Dec 2012
- **Communications & Government Affairs | Association of Performing Arts Presenters** Washington D.C., USA | May 2009 - Apr 2011
- **Media Relations & Grant Writer | Zora Neale Hurston Institute for Documentary Studies** Orlando, FL, USA | Jan 2008 - May 2009
- **Global Connections Advanced Scholar of Terrorism Studies (Independent role on retainer)**
UCF - Office of the Special Assistant to the President for Global Perspectives Orlando, FL, USA | May 2007 – Nov 2017
- **Writer & Editorial Consultant | VOICES Magazine** Washington D.C., USA | May 2004 – Jun 2011
- **Founder & Lead Consultant | American Hakawati** Washington D.C., USA | Sep 1999 – Nov 2017

EDUCATION

- **Master of Science (MSc.) – Communications | University of Central Florida** USA | 2008
- **Bachelor of Arts (BA) – Radio & Television | University of Central Florida** USA | 2007

LANGUAGE SKILLS

English: Native fluency | **Arabic:** Professional working fluency (passive linguist)