

Bnyan Awad Aljuhani

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Head of Media with over 16 years of experience in media relations, public relations, and corporate communications, specializing in strategic messaging, crisis management, and brand visibility. Proven record in leading high-profile campaigns and events, enhancing organizational reputation globally, and managing media relations with key stakeholders. Skilled in directing cross-functional teams, developing impactful PR strategies, and executing major events, including jet aircraft launches and international conferences. Strong expertise in fostering strategic partnerships, driving behavioral change through communications, and aligning messaging with organizational goals, with a deep understanding of Saudi Arabia's Vision 2030.

Experience

BAE Systems Saudi Arabia

Nov 2018 – Present

Head of Media

- Directed all media-related activities and external communication strategies, serving as the primary spokesperson and media representative to enhance brand visibility and reputation globally
- Developed and executed comprehensive public relations campaigns, coordinated high-profile media events, and managed relationships with key outlets to ensure consistent and impactful messaging
- Provided strategic counsel on media engagement, crisis communication, and external communications to senior leadership, safeguarding corporate image and aligning messaging with company objectives
- Led and developed a team of media professionals, overseeing the creation of press materials, presentations, media kits, and cross-channel content while ensuring 100% alignment with corporate goals and values
- Monitored media coverage and public sentiment across multiple channels, utilizing advanced analytics tools to track trends, gauge audience reactions, and measure the impact of communication campaigns

BAE Systems Saudi Arabia

Mar 2016 – Nov 2018

Communications Projects Manager (PR & Communications)

- Developed and executed comprehensive PR strategies to enhance brand visibility and reputation, aligning with organizational objectives and ensuring consistent messaging across traditional and digital channels
- Built strong relationships with media outlets, journalists, influencers, and internal stakeholders, driving positive media coverage, strategic storytelling, and unified messaging, with 100% adherence to corporate communication standards
- Led high-impact PR campaigns, managed crisis communication efforts, and coordinated major events such as press conferences and product launches, delivering flawless execution and measurable results
- Oversaw the creation of impactful communication materials, including press releases and multimedia content, while monitoring campaign performance through analytics to refine strategies and achieve optimal outcomes

BAE Systems Saudi Arabia

Apr 2014 – Mar 2016

Senior PR Supervisor

- Directed a PR team, monitored campaign performance metrics, and collaborated with cross-functional teams to refine strategies and ensure cohesive messaging across marketing, communications, and PR efforts
- Developed and implemented external PR strategies to enhance BAE Systems' brand image, securing positive media coverage through strong relationships with media outlets, journalists, and influencers
- Analyzed media coverage, evaluated the effectiveness of PR campaigns, and provided strategic recommendations to improve future initiatives, ensuring 100% alignment with business goals and objectives
- Led crisis communication plans, provided strategic counsel to senior management, and conducted media training to ensure effective public engagement and brand reputation during high-pressure situations

King Abdullah International Medical Research Center

Jun 2011 – Apr 2014

Public Relations Officer

- Developed and executed strategic public relations and communication plans to enhance the visibility and reputation of the King Abdullah International Medical Research Center (KAIMRC) locally and internationally
- Fostered relationships with media outlets, journalists, and key stakeholders to secure positive media coverage, coordinate press releases, and manage crisis communication strategies
- Organized events, conferences, and public engagement activities to showcase research achievements, promote initiatives, and support public health campaigns

- Monitored media coverage, analyzed PR impact, and prepared comprehensive reports with actionable recommendations to improve outreach effectiveness and ensure 100% alignment with organizational objectives

King Abdullah International Medical Research Center - National Guard Health Affairs

Apr 2008 – Jun 2011

Educational Coordinator

- Designed and executed educational programs, achieving 100% alignment with strategic goals while managing schedules, logistics, and budgets for training sessions, workshops, and events to ensure seamless delivery and audience engagement
- Collaborated with cross-functional teams and stakeholders to develop and maintain educational materials, curate content for communication channels, and enhance program quality through continuous evaluation and feedback analysis
- Orchestrated educational initiatives at King Abdullah International Medical Research Center (KAIMRC), coordinating on-site and off-site events, liaising with speakers and sponsors, and contributing to ISO 9001:2008 certification processes
- Built strategic partnerships with internal and external stakeholders, including government agencies and institutions, fostering media relationships, and ensuring 100% alignment of initiatives with National Guard Health Affairs' goals

Education

King Saud University Riyadh, Saudi Arabia

2007

Bachelor's Degree of Languages & Translation (Russian)

Training & Courses

1. Melcrum Internal Communications Black Belt
2. Writing for PR and Media
3. Advanced Technical Writing Skills
4. Quality Management in Medical Research
5. Manpower planning course
6. The Coaching Process for Engaging and Developing Others

Achievements

1. **Vision 2030 Contributions:** Played a pivotal role in advancing Saudi Arabia's Vision 2030 objectives by enhancing the organization's global reputation in military industrialization, knowledge transfer, and capacity-building initiatives
2. **Media and Communications Excellence:** Produced 28 episodes of a TV program on HR and labor market dynamics in Saudi Arabia, aired on Rotana TV, enhancing public awareness; achieved top global social media performance for BAE Systems during the 2024 World Defense Show in Riyadh
3. **Event and Conference Leadership:** Conceptualized and executed over 10 high-impact PR and HR conferences, fostering industry engagement and professional development; orchestrated large-scale events that elevated organizational visibility and showcased strategic capabilities
4. **Landmark Event Leadership:** Directed the planning and execution of the 2019 and 2024 jet aircraft launch events in Saudi Arabia, attended by HRH Crown Prince Mohammed bin Salman and HRH Minister of Defense Khalid bin Salman, respectively, showcasing national aerospace advancements
5. **Strategic Communications Leadership:** Spearheaded impactful awareness campaigns to drive behavioral change and achieve organizational objectives; cultivated media relationships, securing enhanced coverage across television, print, and digital platforms in KSA and the region
6. **Crisis Management:** Served as a key member of BAE Systems' Incidents Management Team, contributing to effective crisis resolution strategies
7. **Recognition for Thought Leadership:** Garnered recognition for exceptional contributions to strategic public relations, media reporting, and partnership-building with KSA Ministry of Defense and Armed Forces

Skills & Other

Skills:

Media Relations, Crisis Communication, PR Project Management, Press Material Development, Brand Visibility, Campaign Strategy & Execution, Stakeholder Management, Budget & Logistics Management, Risk Assessment, Training & Development, Corporate Communications, Team Leadership

Languages: Russian / English / Arabic