

Elie Saab

Communications and Media Senior Specialist

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Profile

International media relations and strategic communications professional with nearly a decade of experience across journalism, institutional communications, and reputation management in the Middle East. Proven track record in engaging Tier-1 regional and international media, advising senior leadership, preparing executives for high-visibility media interactions, and managing sensitive narratives in complex political and reputational environments. Experienced in crisis communications, press operations, and media engagement for national institutions, international organizations, and public-facing entities operating under global scrutiny. Trilingual in Arabic, English, and French.

Professional Experience

Flint Culture / Embedded at Ithra (King Abdulaziz Center for World Culture) – **Dhahran, Saudi Arabia**

International Relations & Communications Manager | 2025 – Present

- Lead international and regional media relations for Ithra, one of Saudi Arabia's flagship cultural institutions operating within a high-visibility, government-adjacent environment.
- Develop and execute press strategies supporting exhibitions, festivals, international cultural exchanges, and institutional initiatives with global reach.
- Draft, review, and clear press releases, media statements, Q&A documents, briefing notes, and interview responses for senior leadership.
- Prepare executives and spokespersons for media interviews, background briefings, and public appearances with regional and international outlets.
- Coordinate media visits, interviews, press events, and on-site coverage for major institutional moments.
- Support reputational and crisis communications through narrative risk assessments, media scenario planning, and rapid response coordination.

- Build and maintain working relationships with regional and international journalists across print, broadcast, and digital platforms.
- Collaborate closely with internal stakeholders to ensure alignment with institutional priorities, sensitivities, and broader communications strategy.

Action Against Hunger – Middle East

Regional Communications & Advocacy Officer | 2023 – 2025

- Led media engagement and external communications for a major international humanitarian organization operating in conflict-affected contexts.
- Drafted press releases, official statements, talking points, situation reports, and media responses related to humanitarian emergencies and sensitive political developments.
- Coordinated interviews and media requests with regional and international journalists covering conflict, displacement, and humanitarian access.
- Contributed to crisis communications during periods of escalation, supporting leadership with messaging, Q&A preparation, and rapid response content.
- Produced and hosted “Through Our Eyes,” a humanitarian podcast amplifying field perspectives and institutional positioning.
- Liaised with donor communications teams and external stakeholders to support high-profile visits, announcements, and emergency responses.

IDRAAC NGO – Institute for Development, Research, Advocacy and Applied Care – Beirut, Lebanon

Media & Communications Specialist | 2022 – 2025

- Led organization-wide media relations and communications strategy for a nationally recognized mental health institution.
- Served as primary media focal point and spokesperson, handling interviews, expert commentary, and sensitive public messaging.
- Developed media pitches, statements, and briefing materials on complex social and public health issues.
- Managed crisis-sensitive communications, ensuring ethical, accurate, and reputationally sound media engagement.
- Supervised communications staff and external contributors, maintaining consistency and quality across outputs.

Al Ahdath 24 News Agency – Beirut, Lebanon

Editor-in-Chief | 2019 – 2025

- Led editorial coverage of cultural, energy, political, security, economic, and social affairs in Lebanon and the region.
- Managed relationships with journalists, analysts, policymakers, and public figures.
- Conducted and oversaw high-level interviews and breaking news coverage in fast-moving, politically sensitive environments.
- Directed newsroom operations, editorial decision-making, and digital publishing strategy.
- Built strong professional networks across media and policy circles.

Education

- Master of Arts in Diplomacy and International Security - Holy Spirit University of Kaslik (2022–2024)
Thesis title: Security Issues: Analyzing Social Media Narratives in Lebanon’s Foreign Policy.
- Bachelor of Arts in International Relations - Holy Spirit University of Kaslik (2019–2022)

Key Skills

- International Media Relations
- Tier-1 Press Engagement (Print, Broadcast, Digital)
- Executive Media Preparation and Briefings
- Crisis and Reputation Management
- Press Releases, Q&A, and Media Statements
- Journalist Relationship Management
- Strategic Messaging and Narrative Development
- High-Pressure Communications Environments
- Arabic and English Professional Fluency

Certifications

Strategic Communications – American University of Beirut (2024)

Ithra Opens "Echoes of the Familiar"	Podcast teaser - Episode 1	Podcast "Through Our Eyes" - Episode 1	Podcast teaser - Episode 2	Podcast "Through Our Eyes" - Episode 2	Podcast Through Our Eyes - Teaser of Episode 3	Podcast "Through Our Eyes" - Episode 3
Tanween 2025: Design the Unspoken	Restoring water services in Lebanon for conflict-affected communities	Water for All - HawkaMaa- EU Project (Part 1)	The Journey of Water - HawkaMaa- EU Project (Part 2)	Mothers in Conflict - Lebanon Humanitarian Fund Response	Feeding Hope - Cash-for-Work Hot Meals Project	Video on the emergency response in Lebanon
Ithra at ICOM	Episode 3 - How a Project Created Jobs and Real Change	Running for Mental Health - Beirut Marathon 2023	Mental Health in the Workplace - National Initiative	Breastfeeding Support - Beyond World Breastfeeding Week	WATER SHORTAGES ARE STILL SIGNIFICANT	Stress Management Training - Self Help Plus (SH+)