

# Muteb Abdullah Alshammari

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## PROFESSIONAL SUMMARY

Strategic Communications and Investor Relations Leader with over 12 years of diversified experience spanning public relations, digital marketing, corporate communications, and stakeholder engagement. Adept at integrating data-driven strategies with creative execution to elevate brand image, strengthen investor confidence, and drive organizational growth. Skilled in leading cross-functional teams, building international partnerships, and delivering high-impact campaigns aligned with corporate vision and financial objectives.

## Key Skills & Core Competencies

- Investor Relations & Stakeholder Engagement
- Strategic Communication & Media Planning
- Portfolio Optimization & Development
- Digital Marketing & Brand Strategy
- Market Research & Competitive Analysis
- Event Leadership (Local & International)
- Public Relations & Crisis Management
- Microsoft Office Suite
- Business Development & Market Expansion
- Data Analysis & Performance Reporting
- Process Improvement & Efficiency
- CRM & Customer Experience Optimization
- Crisis Management & Problem Resolution
- Team Leadership & Cross-Functional Collaboration

## Professional Experience

### Investor Relations Manager - Scopeer - Riyadh | Jan 2024 – Present

#### Key Responsibilities & Highlights:

- Lead the Investor Relations function, designing communication frameworks that foster partnerships and expand the company's presence in the financial sector.
- Plan and implement investor-relationship strategies, establishing KPIs for engagement, market expansion, and retention.
- Deliver data-driven presentations and quarterly performance reports to executive management and stakeholders.
- Coordinate investor-awareness campaigns and digital-communication initiatives to promote transparency and brand trust.
- Monitor market intelligence and competitor trends to provide strategic recommendations to senior leadership.

### Founder & Chief Executive Officer - Solutions Paths PR & Business Services | Feb 2018 – Oct 2023

#### Key Responsibilities & Highlights:

- Founded and scaled a full-service digital-marketing and PR agency serving regional clients in the GCC.
- Built and managed a multidisciplinary team delivering integrated campaigns across social platforms and digital channels.
- Introduced a customer-service CRM system that enhanced response time and client satisfaction by 35 %.
- Developed strategic marketing plans, market analyses, and campaign calendars, achieving sustained annual growth.
- Oversaw all client relations, ensuring end-to-end project delivery from concept to performance analytics.
- Strengthened client brand presence through UX optimization and digital-identity development, improving engagement metrics by 40 %.

### PR Officer & Events Coordinator - Al-Arsan Al-Khamsa Exhibitions & Conferences Agency | Apr 2015 – Mar 2021

#### Key Responsibilities & Highlights:

- Planned and executed local and international exhibitions and conferences representing the organization across five countries.
- Managed stakeholder relations with government agencies, sponsors, and media partners to ensure full event integration.
- Directed marketing campaigns and event budgets, achieving on-time delivery within financial targets.
- Introduced digital engagement tools to manage client inquiries and enhance attendee experience.
- Supervised logistics and on-site operations, guaranteeing smooth coordination of transport, accommodation, and venue setup.

### Personnel Affairs Officer - Al-Rashid General Contracting Company | Mar 2012 – Feb 2015

#### Key Responsibilities:

- Oversaw daily administrative operations and workforce documentation, ensuring compliance with labor regulations.
- Prepared weekly project-progress reports, monitored completion rates, and analyzed causes of delay for management action.
- Supported HR processes including payroll coordination, attendance tracking, and employee performance evaluation.
- Acted as liaison between field teams and senior management to streamline communication and enhance operational efficiency.

## Selected Consulting & Contract Projects

### Scopeer – Business Development Consultant (Part-Time, 2022)

- Re-engineered the Marketing Department and introduced CMA-compliant strategic frameworks.
- Established Investor Relations and Customer Service units and created unified procedural manuals.

### SABIC Olympics – Interim PR & Events Manager (Riyadh, 2022)

Coordinated with sponsors and participants, led media planning, and delivered cross-platform coverage during the event.

### Team Holidays Agency – Marketing & Events Manager (UK & KSA, 2016 – 2023)

Managed marketing campaigns for educational programs, aligning event execution with institutional calendars.

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## Education

- Bachelor of English Language – University of Hail | 2015

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## Certifications

- ✦ English Language Course (90 Days) – MIIC, New Zealand | 2013
- ✦ Professional Marketing Course (10 hrs.) – Excellence Skills Institute | 2017
- ✦ Digital Marketing Course (10 hrs.) – Al Bayan Institute | 2018

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## LANGUAGES

- ❖ Arabic: Native
- ❖ English: Intermediate (Spoken & Written)

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## Interests

Digital-media trends | PR & communications workshops | Networking | Corporate writing | Event planning | CSR initiatives | ESG communication