

<b>Personal Information</b>	<b>Mahmoud Alnakhli</b> Mobile: +966503991934 Email: <a href="mailto:MahmoudAlnakhli@gmail.com">MahmoudAlnakhli@gmail.com</a> LinkedIn: <a href="https://www.linkedin.com/in/maalnakhli/">https://www.linkedin.com/in/maalnakhli/</a>
<b>Profile and Objectives</b>	Ambitious PR leader with 8+ years of experience turning ideas into influence. I craft compelling narratives, elevate executive visibility, and strengthen institutional reputation across sectors. Focused on delivering measurable impact and shaping the next chapter of my career.
<b>Key Skills</b>	<ul style="list-style-type: none"> <li>• Exceptional communication and interpersonal skills, with the ability to adapt messaging to diverse audiences.</li> <li>• Confident and effective in engaging with senior leadership and high-level government officials.</li> <li>• Strong writing abilities, including drafting formal letters, official correspondence, and high-level communications.</li> <li>• Protocol &amp; VIP Event Communication</li> <li>• Advanced editorial skills across news materials, press releases, investigative reports, and strategic content.</li> <li>• High analytical and cognitive abilities, with strong problem-solving and critical-thinking skills.</li> <li>• Proficient in modern business communication, especially in composing official letters, memos, and circulars.</li> <li>• Understanding of PR-related laws, regulations, and compliance requirements within the public and media sectors.</li> </ul>
<b>Qualification</b>	<b>Master of Arts: Publishing</b> <b>2019</b> Rosemont College – Philadelphia - United State <b>Bachelor of Arts: Communication - Public Relations</b> <b>2013</b> King Abdul-Aziz University – Jeddah - Saudi Arabia
<b>Certifications</b>	<b>Strategic Management</b> , ( <i>The National Center for Performance Measurement</i> ). <b>Leadership Development Certification</b> , ( <i>Monoro Collage, 2017</i> ).
<b>Experience</b>	<p><b>6. Manager PR &amp; Communication</b> - Weber Shandwick (with Tourism Development Fund) <b>2025</b></p> <ul style="list-style-type: none"> <li>- Managed client account.</li> <li>- Writing, drafting and editing press releases, articles, reports and content for influencer</li> <li>- Prepare content for TV interviews and international newspapers and magazines</li> <li>- Preparing media plans and media reports.</li> <li>- Support PR requirements for VIP visits, ceremonies, official receptions, and high-profile events.</li> </ul> <p><b>5. PR &amp; Media Lead</b> - King Abdullah Bin Abdelaziz University Hospital <b>2021 –2025</b></p> <ul style="list-style-type: none"> <li>- <b>Team management</b></li> <li>- Working with advertising agencies to produce motion graphics and shoot awareness videos</li> <li>- Managing and directing photographers to raise the level of photographic quality and the video content.</li> <li>- <b>Manage social media accounts</b></li> <li>- Posting on social media - Preparing the response policy to followers</li> <li>- Promote advertising campaigns via X and Instagram</li> <li>- <b>Preparing the strategy, media plans, advertising campaigns</b></li> </ul> <p><b>4. Communication Advisor</b> - Salam for Cultural Communication <b>2021</b></p> <ul style="list-style-type: none"> <li>- Participate in built strategies development (planning, timing, budgeting).</li> <li>- Make recommendations for new products, methodologies, and processes.</li> <li>- Determine communications budget in conjunction with organizational budget.</li> </ul> <p><b>3. PR &amp; Collaborations Specialist</b> Princess Nourah Health Affairs <b>2019 – 2021</b></p> <p><b>Key responsibilities:</b></p> <ul style="list-style-type: none"> <li>- Review and proofread all presentations, publications, etc.</li> <li>- Writing content for websites, social media platforms and emails, text messages</li> <li>- Create and deliver press releases, media relations content, and speaking proposal.</li> <li>- Backup support staff in the management of the website.</li> </ul> <p><b>2. PR &amp; Marketing Assistant</b> –Rosemont College <b>2017 – 2019</b></p> <p>Proud to have brought the essence of the NYC “Humans of New York” concept to Rosemont College’s social media</p> <p><b>1. PR Specialist</b> – SBG <b>2013 – 2017</b></p> <ul style="list-style-type: none"> <li>- Drafted press releases and official communications.</li> <li>- Supported VIP protocol activities for visitors, ensuring smooth coordination.</li> <li>- Provided administrative and office support.</li> </ul>