



# Mordhi Al Shammari

DIRECTOR PUBLIC RELATION, CORPORATE COMMUNICATIONS

C O N T A C T

+966504452662

mordhi@gmail.com



## Profile

With more than 24 years of experience in several topics, I'm a fast-minded, creative problem solver that thinks outside the box. I've held corporate communications positions in several international and national companies.

I have advanced communications skills, both in English and Arabic, strong work ethic, and dedication to my family in business and real life.



## Objective

Seeking a challenging career in a well-established and reputable organization, where excellent growth opportunities exist. I look forward to maximize the optimum use of my skills, experience and education in the field of corporate communications, through hard and ambitious work.



## Experience

August 2022 – **General Manager, Corporate Communication**  
June 2024 Ministry of Transport and Logistic Services

### Managing all activities related to the following functions:

- Media .
- Social media.
- Events & Exhibitions.
- Protocols.
- Customer Services ,call center
- Branding

### Also, performing the below tasks/responsibilities:

- Budgeting
- People management
- projects management
- Planning
- Risk mitigation
- Stakeholders relationships
- Minister branding

August 2020 – **Freelancer**  
SEP 2022 Working with several marketing, media buying and content management agencies in a project base contract.

October 2018 – **Director Public Relation, Corporate Communications**  
August 2020 **National Water Company (NWC)**

### *Functions under my direct responsibility as follow:*

- Media & Media Relations.
- Public Relations.
- Internal Communications.
- Exhibitions, Events & Protocols.
- Corporate Social Responsibility

I also supporting marketing, branding and social media teams with wide experience in these fields.

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March 2014 –  
May 2018

## **Executive Manager, Corporate Communications Etihad Etisalat (Mobily)**

*Responsible of the following:*

- Heading Internal Communications, Media and Public relations sections.
- Manage all communications vendors whether digital or traditional.
- Manage an integrated communications strategy that includes internal communications, media relations, and public relations across traditional and digital channels.
- Direct the team to engage audiences across traditional and digital media.
- Direct, oversee, and review content across channels, including internal announcements, newsletters, emails, presentations, press releases, video scripts, web content, social media channels and more.
- Drives strategic communications initiatives and manage relationships.
- Responsible for directing the required tone of voice for internal and external communications.
- Supports other departments with developing, auditing and proofing content for various stakeholders to maintain on-atone messaging.
- Responsible for critical enterprise communications to assure information released on time to all stakeholders.
- Develop internal communication channels towards digitalization.
- Developing and executing timely, quality, cost-effective internal and external communications that support the company's business strategy.
- Monitoring press stories relating to the company and its brand and maximizing opportunities for positive PR and playing daown any negative PR.
- Overseeing the annual communications budget and ensuring its use is fully maximized.
- Maintain a keen understanding of industry trends affecting company business.

August 2012 –  
March 2014

## **Section Head, Internal & Branding Communications Saudi Arabian Mining Company (Ma'aden)**

*Responsible of the following:*

- Internal Communications.
- Branding.
- Event Management.

August 2011–  
August 2012

## **L3, Overseas Communications Business Partner (SABIC) Acting Polymers SBU Business Partner (SABIC)**

Responsible of all communications activates related to SABIC offices in Middle East and Africa. Also, I worked as acting Polymers business partner in the same time in a double hating way.

- Provide strategic leadership and communications advice to non-KSA locations within the region and Polymers business.
- Identify business requirements for these locations and translate into specific cooms.

May 2009–  
July 2011

## **Communications Officer. SABIC Europe Corporate Communications. (Netherlands)**

*Worked in several fields (rotation assignment) such as:*

- Exhibitions and Events.
- Branding and corporate culture.
- Internal communications, employee engagement.
- Government relations.
- Social responsibilities.
- Media relations.

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## Experience

April 2007–  
April 2009

### **Specialist, Media & External Communication. Corporate Communications at SABIC**

- Plan & carry out all advertising tasks.
- Plan and implement exhibition functions.
- Carry out Branding issues and corporate identity tasks.
- Take part in media relation responsibilities and decision-making.
- Active executive member of Crisis management team.

April 2006–  
March 2007

### **Acting Exhibitions Department Manager, Corporate Communications (SABIC)**

#### *Responsible of the following:*

- Plan the exhibition department overall strategy and allocate resources necessary for implementation.
- Supervise employees performance of tasks.
- Develop employees' skills and talents through direct performance feedback and job coaching.

Feb 2005–  
March 2006

### **Business Development Executive in the Business Development Department, SAMA Payment System**

- Manage marketing activities such as PR, Ads campaign, Media relationship, corporate identity, Product Branding, Events arrangement.
- Handle Branding activities such brand development, registration, positioning.
- Web Site development and management.
- Carry out the tasks of an account manager for some corporate clients.

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## Experience

May 2003–  
Nov 2004

### **Project Manager/Account Manager in the E-Business Department at Al-Elm Information Security**

- Handle Yaqeen project (In the e-business field) which includes the product development plus the different activities in the marketing field.
- Starting the marketing and sales efforts for some products.
- Handle Research and Development role for such product.

Nov 2002–  
April 2003

### **High Net Worth Clients Officer at Saudi Hollandi Bank**

- Handle high net worth clients' accounts.
- Find the right solutions for their needs/wants.
- Provide unique banking services to retain current customers.
- Develop product cross sell.

Jan 2000 –  
Nov 2002

### **Assistant Product Development Manager at Saudi Hollandi Bank**

Manage product activities: Business cases, Marketing Plans, Corporate identity, Product Branding, Product positioning, Customer relationship, and Managing direct mail projects.

- Products Development Process.
- Business plans and product enhancement.
- Marketing plans implementation.
- Product profitability studies.
- Product branding, re-branding
- Product knowledge for all staff members and branches training plus visits.
- Advertisement and product's awareness including Media and Campaigns.
- Coordinate with sales, service.

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## Education

1999 – 1994

### Bachelor of Marketing

King Fahd University of Petroleum and Minerals.  
College of Industrial Management.



## Training

- Data entry course, Riyadh, 1413/6/1 – 3/1H.
- "Problem Solving and Decision Making", at IOB, Riyadh, 2000/9/20-16.
- "Product Management for Newly Promoted Product Manager", at MCE, Brussels, 2001/9/21-17.
- "Selling Skills for Consumer Banking", at SHB, Riyadh, 2003/3/2-1.
- "Professional Project Management", at Riyadh Chamber of Commerce, 2003/7/20-5.
- "Being Direct", at Gulf Link, Riyadh, 2003/7/22-20.
- "Roadmap to success", at Key Club Institution, Sharm Alshekh, 2004/1/14-10.
- "Business Process and analysis", at IIR, Dubai, 2004/4/7-3.
- "IT Project Management", Riyadh, 2004/5/12-1.
- "SADAD Knowledge Transfer Program", Riyadh, 2005/4/6-2.
- "Managing Key Accounts", at IIR, Dubai, 2005/12/14-10.
- "Strategic Thinking", SABIC, 2006/12/2.
- "Financial Modeling and Analysis", SABIC, 2006/12/3.
- "Advance PR", Meirc, Dubai, 2006/12/20-16.
- "Tradeshaw & Exhibition Marketing Master class", Dubai, 2007/11/7-4.
- "Goal Setting, Planning & Decision Making", Kuala Lumpur, 2007/11/30-26.
- "The Complete Course on Budgeting: Planning, Forecasting, What-if Analysis & Reporting", Cairo, 2008/8/28 – 24
- "Negotiation and Conflict Management in Organizations", London, 2011/3/11-7.
- "Effective communication and presentation, and how to influence others", Riyadh 29-27 August 2023.



## Skills

- Computer skills
- Excellent communications skills.
- Time Management Skills.
- Project management knowledge and skills.
- Strong knowledge and understanding of current trends in digital media/social media.
- Confident communicator and presenter.
- Excellent organizational and planning skills.
- Strong writing, editing, proofreading skills in English & Arabic.