

## AFAF SHAIBAN, MBA

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### **STRATEGIC COMMUNICATIONS | BRAND GUARDIANSHIP | REPUTATION MANAGEMENT**

Strategic and results-driven communications leader with over a decade of experience spearheading brand management, marketing, and reputation-building initiatives. Proven ability to design and execute multi-faceted strategies that enhance brand identity, drive impactful outcomes, and establish departments from the ground up. Adept at leading cross-functional teams and managing complex projects in dynamic, high-stakes environments.

### **KEY STRENGTHS**

- Brand Management
- Marketing Management
- Business Analysis
- Strategic & Crisis Risk Planning
- Performance Management
- Strategic Partnership Management
- Team Building & Leadership
- Content Creation & Management
- Continuous Improvement

### **PROFESSIONAL EXPERIENCE**

#### **CAPITAL MARKET AUTHORITY, RIYADH, KSA** **BRANDING UNIT MANAGER** *JAN 2023 - JUN 2025*

- Established a unified visual identity and guidelines across the organization, improving brand consistency across all platforms.
- Conducted stakeholder analysis and managed ongoing interactions with key stakeholders.
- Managed the Authority's participation in well-known global events, including the Milken Institute Global Conference and the Future Investment Initiative (FII).
- Managed more than 100 engagements, including flagship events like the Capital Market Institute Forum, workshops, and other opportunities, which collectively attracted over 10,000 attendees.
- Oversaw the production of creative outputs, including social media videos, event designs, and internal communications materials.
- Managed multi-million-dollar contracts with agencies and event companies.
- Managed a team of 8 members, building a streamlined process for tasks to make operations more efficient.
- Developed a comprehensive annual plan with clear objectives and KPIs.
- Managed branding applications and developed innovative branding strategies.
- Enhanced the CMA Board's public presence by writing speeches and developing a protocol guide.

**KING SALMAN ROYAL NATURE RESERVE, RIYADH, KSA**  
**MEDIA AND COMMUNICATION DEPARTMENT LEAD** *SEP 2021 - DEC*  
*2022*

- Managed and developed the Communication and Engagement Department's strategy, which included stakeholder analysis and a 5-year plan.
- Created departmental manpower plans, identified essential skills to hire, and wrote job descriptions.
- Led a cross-functional team from different governmental entities for media coverage and event promotion to achieve mutual benefits.
- Managed the Reserve's social media performance by setting communication rules, creating content, and managing audience interactions using response banks and other tactics.
- Spearheaded PR mega-campaigns that achieved over 16 media placements in TV, journals, and social media.
- Developed and managed branding handbooks and all branding applications.
- Created a reputation management guide to proactively address potential reputation damage risks.
- Developed a yearly media communication department plan, including regional and international reputation-building initiatives.
- Managed campaigns, including media planning, buying, copywriting, proofreading, translating, and editing content in English and Arabic.
- Project managed the publication processes for numerous publications, including designing covers and the branding aspect of documents.
- Led external event planning and media coverage setups, creating branded media prints and managing coverage before, during, and after events.

**GENERAL SECRETARIAT FOR NATIONAL RISK COUNCIL, RIYADH,**  
**KSA STRATEGIC COMMUNICATION SENIOR SPECIALIST**  
*SEP 2019 - SEP 2021*

- Developed the Communication and Engagement Department's Strategy, including formulating aspirations and key performance indicators.
- Created branding guidelines and brand applications for online and offline use.
- Developed and executed an internal communication department's yearly plan and created an internal event calendar.
- Project managed communication and engagement tools, such as CRM software, to streamline stakeholder contact and follow-up on ongoing projects.
- Wrote, proofread, translated, and edited high-level reports for key individuals in the council (ministers and deputy ministers) and relevant entities.
- Project managed the publication processes for high-level publications, which included information gathering, verification, and design.
- Managed external events like workshops and high-level meetings, which included content and branding management.

**ALMARAI COMPANY, Riyadh,**  
**KSA MEDIA RELATIONS SUPERVISOR JUN 2013 - JUN 2019**

- Managed and created content for social media and the website, utilizing Affinity and Creative Cloud Adobe Software.
- Project managed campaigns.
- Analyzed marketing data and generated weekly, monthly, and daily reports during crises or new campaign launches.
- Wrote, proofread, translated, and edited content for newspapers, Wikipedia, social media, and websites in both English and Arabic.
- Managed the company website, monitoring and updating photos, news, and videos.
- Oversaw social media accounts (Twitter, LinkedIn, Facebook, Instagram, and Snapchat), including monitoring engagement and developing content.
- Led communication with social media companies to achieve better results and understand new updates and opportunities.
- Created content and media plans, as well as an events calendar for the department.
- Oversaw public relations activities, including event coordination and representation.

**FREELANCE WRITER & MARKETING STRATEGIST 2017 - Present (Concurrent with full-time role)**

- **Key Projects:**
  - Riyadh Najd School: Content writing and editing for the website in both Arabic and English.
  - Muhtawize: Developed a communication strategy and crisis communication plan.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

- **Master's Degree, Business Administration & Finance | 2019-2021**
  - Prince Sultan University, Saudi Arabia
- **Bachelor's Degree, English Language & Literature | 2008-2013**
  - Prince Sattam Bin Abdulaziz University, Saudi Arabia

**PROFESSIONAL TRAINING & CERTIFICATES**

- Strategy for Future Readiness Course - IMD
- Reuters Digital Journalism
- Integrated Management for Emergencies, Crisis and Disasters by National Emergency and Crisis and Disasters Management Authority in UAE
- Risk in Modern World, a training by IE Business School
- Digital Marketing Accelerated (two weeks training) by MiSK Foundation and General Assembly CMO Foundation
- Content Marketing: Social Media
- Top 10 Social Media Management Tools
- Quality Management System ISO 9001 Certified Auditor
- IELTS, scored 6.5
- Change Management Certificate