

# Mashaal A. Al-Zamil

An experienced PR strategist & Corporate Communications Executive/ Consultant

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- Nationality: Saudi

With 15+ years of success crafting 360° PR strategies, formulating CSR policies, building compelling brand narratives, and devising strategic communication plans to reframe public / business perceptions of public-private entities.

## CSR CHAMPION

Renowned for leading multi-cultural teams to deliver high-impact initiatives in alignment with ESG pillars and Saudi Vision 2030 to promote women empowerment, environmental protection, education promotion, and healthcare advancement.

## MARCOM STRATEGIST

Track record of establishing new corporate communication departments, steering rebranding/ market positioning projects, and organising high-visibility events with global outreach and attendance evidenced through new business leads and positive media reports.

## EXECUTIVE PR LEADER

Recognised for developing thought leadership and visibility plans for executives and spokespeople while creating press releases and devising crisis readiness plans to reduce negative media coverage.

## MEDIA RELATIONSHIP EXPERT

Deep understanding of KSA's media landscape, cultural nuances, and a history of building mutually beneficial relationships with media outlets, charities, influencers and government agencies to secure deals / sponsorships worth SAR MM.

## Professional & Soft Skills

- PR Strategy Development
- Corporate & Internal Communication Planning
- Strategic Marketing & Branding
- Corporate Social Responsibility (CSR) Oversight
- Relationship Management
- Press Release & Content Development Marketing Campaigns Planning
- Exhibitions & Events Organisation
- Media Relations
- Team Building & Leadership

## Executive Career Highlights

- **CSR Strategy Design:** Developed and implemented SEC's official CSR policy aligned with ESG pillars, Saudi Vision 2030 objectives, and stakeholder expectations, driving sustainable impact.
- **CSR Department:** Established a dedicated CSR division in 2018 by building a team, devising policies, and positioning CSR as a strategic marketing tool to enhance the company's reputation among consumers, investors, and regulators.
- **Sponsorship Acquisition:** Introduced an innovative internal donation system and raised over SAR 60M annually to support community-focused initiatives.
- **Strategic Partnerships:** Collaborated with the Ministry of Education, Saudi Red Crescent Authority, and local charities to amplify the reach and impact of CSR programs.
- **CSR Initiatives Planning:** Directed initiatives addressing environmental protection, education, women empowerment, and healthcare, positively affecting thousands in the community.
- **Rebranding & Positioning:** Built the Marketing and PR Department for MEFIC Capital Co.; led the rebranding effort to elevate the company's identity and position among local financial investment firms.
- **Media & Campaign Management:** Played a pivotal role in the Riyadh Chamber of Commerce elections media campaign (2016) and managed the Al Nasser FC loyalty cards campaign, driving stakeholder engagement.
- **Corporate Affairs Management:** Contributed to establishing the Corporate Affairs and Corporations Department at GO Telecom to drive organisational alignment and communication excellence.

## Additional Assignments, a Consultancy Experience

### PR & Corporate Communications Consultant | Freelancer, Apr 2013 – Present

Guide government and private sector entities to navigate the dynamic and challenging nature of PR and marketing across a range of industries. Craft press releases, speeches, and corporate narratives while building relationships with journalists and influencers.

#### KEY HIGHLIGHTS

Design communication strategies to target local and international audiences while aligning initiatives with client goals and industry best practices.

- **Crisis Communication Leadership:** Guided clients through crises by crafting tailored responses and safeguarding reputations through strategic messaging and communication management.
- **Social Media Campaign Management:** Developed content calendars and executed campaigns aligned with brand voice, driving engagement and visibility across digital platforms.
- **Event Planning & Stakeholder Engagement:** Organised high-profile press conferences and corporate events while fostering relationships with key stakeholders, including regulators, partners, and community leaders.
- **Cultural Sensitivity & Vision Alignment:** Ensured communications alignment with cultural values and supported Saudi Vision 2030 goals to deliver messaging that resonated with diverse audiences.

## Professional Experience

**Corporate Social Responsibility (CSR)**  
Division Manager  
Saudi Electricity Co,  
Riyadh, KSA, Sep 2018 – 2024



Designed and secured the Board of Directors' approval for the official Corporate Social Responsibility (CSR) policy and strategy, emphasising societal progress, economic development, and workforce well-being.

#### KEY HIGHLIGHTS

Contributed to creating the first Environmental, Social, and Governance (ESG) report for 2021–2023 to ensure sustainability and responsible business practices.

- **Strategic CSR Vision:** Advocated for CSR as a foundational pillar for societal advancement, aligning corporate initiatives with moral obligations to enhance community and workforce quality of life.
- **Team Leadership:** Guided and developed a team of 5 employees to maximise program effectiveness while fostering a collaborative and results-driven work environment.
- **Charity Program Development:** Launched a comprehensive partnership program to cultivate strong relationships with key business contacts to support organisational CSR goals.
- **Strategic Partnerships:** Collaborated with the Ministry of Education, charities, and the Saudi Red Crescent Authority to enhance outreach and program effectiveness.
- **Policy Implementation:** Oversaw the creation and execution of CSR policies and procedures aligned with industry best practices, ESG standards, and stakeholder expectations.
- **Impactful Initiatives:** Led high-impact CSR projects focused on environmental protection, education, women empowerment, and healthcare to deliver measurable benefits to society.

**CSR Leadership & Strategy Development:** Steered corporate social responsibility initiatives to foster a culture of giving back.

**Director of Communications**  
MEFIC Capital,  
Riyadh KSA, Jan 2012 – Apr 2013



Oversaw the creation of a new brand identity for MEFIC Capital to enhance the company's positioning within the financial investment sector. Set annual communication objectives and monitored implementation to ensure alignment with business goals.

Established the Marketing and Public Relations Department at MEFIC Capital, laying the foundation for effective branding and communication strategies.

- **Internal Communications:** Developed comprehensive internal communication guidelines to ensure consistency and clarity across organisational messaging.
- **Content Creation:** Produced high-quality content for corporate reports, website updates, and other publications to communicate key information to stakeholders effectively.
- **Media Relations:** Ensured consistent media presence for MEFIC Capital to elevate the company's profile in the financial industry.
- **Market Insights:** Forecasted marketing and PR trends in the financial investment world to inform strategic decision-making.

<p><b>Sr. Specialist, Corp Affairs &amp; Communications</b> Etihad Atheeb Telecom Co. "GO Telecom", Riyadh, KSA, Aug 2010 – Aug 2011</p>	
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Planned and executed press conferences and corporate events to enhance brand visibility and stakeholder engagement. Also, forecasted and tracked marketing and PR trends to inform strategic planning and maintain a competitive edge.

Developed and upheld the company's corporate image and identity through rebranding initiatives.

- **Leadership Support:** Acted as Deputy to the Corporate Affairs & Communications Manager to provide marketing and communication leadership and oversight.
- **Event Representation:** Represented the company at major events and exhibitions to ensure a professional brand presence.
- **Media Relations:** Established strong relationships with media outlets to ensure consistent coverage for the company.
- **Content Creation:** Authored press releases, interviews, and speeches for executives, targeting media and audiences.
- **Research & Evaluation:** Conducted research on published materials and interviews to assess impact and refine strategies.

<p><b>Public Relations Officer</b> Etihad Atheeb Telecom Co. "GO Telecom", Riyadh, KSA, Aug 2009– Aug 2011</p>	
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<p><b>Customer Support Executive</b> Tejari, Riyadh Riyadh, KSA, Aug 2006– Aug 2007</p>	
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<p><b>Business Analyst on EBPP system</b> SADAD Payment System, Riyadh, KSA, Aug 2005– Aug 2007</p>	
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## Education:

<p><b>Higher Diploma -Executive Administrative Assistant,</b> The Institute of Public Administration, KSA Dec 2004</p>	
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## Certificates:

<p><b>Advanced Professional Certificate in CSR</b> CSR Accreditation-2021</p>	
<p><b>Digital Marketing Strategy</b> ILM (UK) LTD Mar 2019</p>	
<p><b>Leadership and Communications Skills</b> Meric- Dubai, UAE Nov 2018</p>	

**Reference available upon request.**