

# YASSER ALMOTOWA OMCA™

 Almotowa@gmail.com

 +96654777510

 [Linkedin.com/in/Almotowa](https://www.linkedin.com/in/Almotowa)

---

## SUMMARY

---

Results-driven PR strategist, skilled in enhancing brand reputation and visibility across multiple platforms and audiences. Passionate about creating compelling stories that showcase stakeholders' value propositions and achievements.

- Event Organization
- Campaign Development
- Content Transcreation
- Media Relations
- Social Media Marketing
- E-commerce

---

## PROFESSIONAL EXPERIENCE

---

**Public Relations Manager** JAN 2017 - PRESENT  
MYSSAN | MARKETING & COMMUNICATIONS | RIYADH

- > Developed PR and marketing communications plans, including strategy, goals, budget, and tactics.
- > Drafted, refined, and posted content to the intranet and website.
- > Created and launched SEO/SEM, social media, and display advertising campaigns.
- > Produced press releases, media kits, articles, blog posts, and other PR materials.
- > Measured and analyzed the results from surveys and feedback to advise on the overall communication activities.

**Senior Analyst, Global Internal Communications** MAR 2014 - NOV 2016  
SABIC | CORPORATE COMMUNICATION | RIYADH

- > Developed and implemented internal communication strategies and plans.
- > Edited content on the intranet in line with corporate strategy and branding guidelines.
- > Evaluated and reported on emerging technologies to keep SABIC at the forefront of digital innovations.
- > Supported SABIC's digital transformation project, using various tools, setting targets, and monitoring success.
- > Drew organizational insights to advise leaders on strategies and actions to improve employee engagement and leverage organizational communication capabilities.

**Business Councils Manager** FEB 2012 - MAR 2014  
FEDERATION OF SAUDI CHAMBERS | INTERNATIONAL AFFAIRS | RIYADH

- > Developed, executed, and evaluated public relations strategies and tactics in support of business councils.
- > Produced compelling media products, including press releases, key messages, speaking points, and Q&As.
- > Ensured all communication materials complied and aligned with values, policies, and procedures.
- > Planned and organized major events, including trade missions and promotional campaigns.
- > Advised senior management on sensitive and complex communications challenges, including crisis and change communications issues.

---

## EDUCATION

---

**Bachelor of Science in Business Administration**  
DePaul University | Chicago, IL. USA (2011)

**Graduate Certificate in Business Communications**  
Harvard Extension | Boston, MA. USA (2019)

---

## TECHNICAL SKILLS

---

HubSpot | Cision | MS Office | WordPress | SharePoint | SAP  
MySQL | HTML | Hootsuite | Photoshop | Google Adware

---

## INTERESTS

---

Reading | Blogging | Photography | Technology