

BASHEER

AL TAROUTY

STRATEGIC COMMUNICATION LEADER

PUBLIC RELATIONS INNOVATOR

TRANSFORMATIONAL LEADERSHIP



CONTACT

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COMPETENCIES

- Strategic Leadership
- Brand Reputation
- Crisis Communication
- Organizational Transformation
- Stakeholder Engagement
- Executive Advisory
- Sustainability Integration
- Digital Transformation
- ESG Strategic Implementation

EDUCATION

- PhD in Digital Media and Communication Technology**, Ahlia University, Bahrain, *Ongoing*.
- Master's Degree in Media and Strategic Communication**, University of Bahrain.
- Bachelor's Degree in Business Administration**, King Abdul Aziz University, Jeddah.
- Certified Public Relations and Communication Practitioner**, George Washington University.
- Certified Corporate Communication Professional**, MEIRC.

AFFILIATIONS & LEADERSHIP

- Board Member:** Actively shaping the direction of NGOs focused on charity, social activities, and cultural preservation in Saudi Arabia.
- Chief Editor:** Leading the editorial vision for an electronic news agency, driving public discourse and shaping media strategies.

SUMMARY

Strategic executive with 17+ years of experience in corporate communication, public relations, and media engagement in the energy and utility sectors. Known for visionary leadership and driving initiatives that align with organizational goals. Skilled in crafting strategies that enhance corporate reputation, manage risks, and promote sustainability. Strong expertise in corporate governance, change management, and ESG practices. Dedicated to building key stakeholder relationships and advancing CSR to strengthen brand integrity. Bilingual in English and Arabic, with a proven record of delivering impactful communication.

EXPERIENCE

CORPORATE COMMUNICATION SENIOR MANAGER

Power and Water Utility Company for Jubail and Yanbu (MARAFIQ)

2007 - Present

- Strategic Leadership:** Directed corporate communication and PR strategies, ensuring alignment with Marafiq's long-term objectives.
- Team Management:** Manages the internal teams and agencies to develop strategic communication activities.
- Executive Advisory:** Advised C-suite on communication strategies, influencing key business decisions.
- Support Services:** Managed administration services department activities, including Marafiq's IPO, ensuring stakeholder engagement.
- Government Relations:** Worked with all regulator teams on national projects, to promote Marafiq's brand.
- Stakeholder Relations:** Built strong relationships with key stakeholders, bolstering Marafiq's industry leadership.
- CSR & Sustainability:** Integrated CSR and sustainability into Marafiq's strategy, enhancing social and environmental impact.
- Digital Transformation:** Led the shift to digital communication, improving social media engagement and stakeholder interaction.

KEY ACHIEVEMENTS

- IPO Strategy:** Led Marafiq's IPO communication, boosting investor confidence.
- Crisis Management:** Managed high-profile crises, protecting Marafiq's reputation and ensuring operational continuity.
- Award-Winning Leadership:** Guided the team to win the King Khalid Award, and best Saudi Arabian Project Manager Award.
- Sustainability Leadership:** Chaired the Sustainability Award Committee, driving ESG integration and growth.
- Digital Innovation:** Expanded Marafiq's digital presence, enhancing stakeholder engagement and brand voice.
- CSR Initiatives:** Launched impactful CSR programs, including Marafiq's Volunteer Program, elevating community engagement.