



PROFESSIONAL PROFILE




A seasoned communications expert with over +12 years of experience in developing and executing strategies in corporate communications and social responsibility across both public and private sectors. He has significantly contributed to establishing and managing strategic partnerships, orchestrating community initiatives and major events, and representing organizations in the media and public discourse. His skillset spans public relations, media content writing, team leadership, and formal protocol coordination.


CORE COMPETENCIES

- Strategic Communications Planning
  - Public and Media Relations
  - Team Leadership & Official Protocol
  - Project Planning and Execution
  - Community Campaign & Initiative Management
  - Digital and Journalistic Content Production
- Budgeting & Annual Planning
  - Governmental Liaison & Institutional Coordination
  - Monitoring, Evaluation & Analysis
  - Social Media Engagement
- Brands Transformation
  - Audit Lifecycle
  - Leadership
  - Compliance Monitoring
  - Business Development

CAREER SUMMARY

<div></div>	<div><b>Corporate Communications &amp; Social Responsibility – Sahara International Petrochemical Company (Sipchem)</b></div> <div><ul style="list-style-type: none"><li>•Leading corporate communications strategies and CSR initiatives under the CSR Department.</li><li>•Secretary of the CSR Committee.</li><li>•Managing major events and official visits.</li><li>•Media coordination and digital campaign management.</li><li>•Represented the company in various engineering, scientific, and communications initiatives.</li><li>•Served as Quality Control Engineer for a two-year Methanol Plant Expansion Project.</li><li>•Founded the first volunteer team in an industrial company in 2014 with the VP’s support.</li><li>•Founded the “Creative Studio” initiative and orchestrated the temporary relocation of a scientific exhibition from San Francisco, USA, to Jubail Industrial City.</li><li>•Launched the mobile scientific exhibition on environmental awareness and recycling titled “Our Life is Our Environment”, partnering with Imam Abdulrahman Bin Faisal University’s College of Engineering and organizing the exhibit in Jubail and Khobar in collaboration with the Royal Commission for Jubail and the Prince Sultan Center for Science and Technology (SciTech).</li></ul></div>	<div>Aiprl 2014 to present</div>
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	<p><b>Director of Corporate Communications – Eastern Province Council for Social Responsibility (Eastern Province Governorate)</b></p> <ul style="list-style-type: none"> <li>• Oversaw official ceremonies and protocol.</li> <li>• Developed the council’s communication and media identity.</li> <li>• Managed major events such as the “Jusoor” and “Athar” forums, designed the first CSR diploma at Imam Abdulrahman Bin Faisal University, and spearheaded the “One Ocean” initiative in the Eastern Province.</li> <li>• Fostered community partnerships and enhanced the council’s public image.</li> <li>• Collaborated with a high-level national team under the supervision of the Saudi Standards, Metrology and Quality Organization (SASO) and the Ministry of Human Resources and Social Development to publish the first national guideline for social responsibility in Saudi Arabia.</li> <li>• Served as a team member in the development of the national standard for youth workers issued by SASO.</li> <li>• Represented the Eastern Province Governorate in presenting one of the region’s key developmental initiatives at the annual meeting of the Emirates of the Kingdom of Saudi Arabia, held in Abha under the patronage of His Royal Highness the Emir of the Asir Region.</li> </ul>	<p>2020-2024</p>
	<p><b>King Abdullah City for Atomic and Renewable Energy ( K.A.CARE)</b></p> <p>Scientific Researcher and Corporate Communications Officer</p> <ul style="list-style-type: none"> <li>•Managed the communications identity and media presence of the Mishkat Interactive Exhibition; established its social media accounts.</li> <li>•Represented Saudi Arabia at the Climate Change Conference in Doha, Qatar, in 2012 as part of the Ministry of Energy delegation.</li> <li>•Among the first social media content creators in the energy and communications field; selected for numerous specialized local, regional, and international conferences.</li> <li>•Founded several scientific initiatives and managed exhibitions related to atomic and renewable energy.</li> <li>•Specialized in creating scientific content for energy-focused museums tailored to target audiences.</li> <li>•Member of the high-level committee for the “Tahya Saudi Arabia” initiative—an exclusive community event during the COVID-19 pandemic in the Eastern Province—organizing a cultural drive-through exhibition at Khobar Corniche (2020–2021), in partnership with government, private, and non-profit sectors.</li> </ul>	<p>2012-2013</p>
	<p><b>Sadara Chemical Company – Project Supervisor</b></p> <ul style="list-style-type: none"> <li>•Member of the planning and implementation team for the “Isocyanate” Plant construction project in coordination with experts from Saudi Aramco and Dow Chemical.</li> <li>•Supervised and monitored the Korean contractor (Daelim), HR coordination, and logistics for over 5,000 workers out of a total 40,000 during the construction phase.</li> <li>•Participated in company communication activities and oversaw a scientific exhibition titled “Saudi Arabia 2050,” which showcased the nation’s vision for nuclear and renewable energy. The exhibition ran for a month in Jubail Industrial City.</li> </ul>	<p>2013-2014</p>

	<p><b>Consultant – Royal Commission for Jubail (Social Services Department)</b></p> <ul style="list-style-type: none"> <li>•Managed the media and communications identity of the Jubail Volunteer Club, comprising approximately 400 members.</li> <li>•Institutionalized the volunteer work model, restructured operations, appointed section leaders, and delegated authorities.</li> <li>•Unified all volunteer teams in Jubail under a single umbrella, reaching over 5,000 volunteers and aligning with the national goal of one million volunteers.</li> <li>•Led the “Ramadan Aman” project, the first traffic safety volunteer initiative, in collaboration with the General Directorate of Traffic and supported by leaders from government, private, and non-profit sectors in Jubail.</li> </ul>	<p>2018-2020</p>
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## ACADEMIC EXCELLENCE

- Master’s in Communication & Public Relations – Ahlia University, Bahrain(2025)
- Bachelor of Science – King Saud University, Riyadh(2012)
- Project Management Professional (PMP) – 2024
- Project Management for Development (PMD) – 2020
- Diploma in Non-Profit Organization Management – Al Anoud Foundation(2020)
- Certified Institutional Development Expert – Imam Abdulrahman Bin Faisal University(2023)
- Multi-Media Journalist Certificate (MMJ) – Al-Yaum Academy in partnership with the Saudi Journalists Association, with proficiency in modern AI tools(2025)
- Numerous short-term professional certificates in communication and public relations(2025–2012)

## STRATEGIC RESPONSIBILITIES AND MAJOR ACHIEVEMENTS

- Full ownership for planning and executing annual business plans for many departments and organizations with an 8 million SAR capital
- Translation and implementation of all business-critical KPIs per strategy, with multi-million SAR budget accountability
- Acquired 5, 10 years in service recognition awards for CSR and PRs excellence and strong business results
- Governed amillions SAR annual budget to support department-wide strategic initiatives and planned communications.
- Reporting to CEO from 2020 to 2025 .

## CORE RESPONSIBILITIES

- Implemented internal and external communication and CSR strategies, tailored in line with business vision
- Governed financial budgets, optimised operational costs and negotiated terms with external media parties
- Planned high-profile press conferences, used to articulate major updates and achievements to the public
- Prepared support communications & crisis management for emerging issues, directly impacting the organisations reputation and operations
- Maintained relations with stakeholders and partnered with sponsors to fine-tune communication strategies
- Spearheaded major company events end to end, including town halls and major leadership updates to employees
- Managed corporate identity, ensured fulfilment of client requests and reported performance on digital marketing KPIs
- Analysed and reported digital footprint growth, including 50k+ followers across LinkedIn, Twitter and other platforms
- Utilised social listening tools to understand areas for improvement in client services, based on client feedback
- Provided coaching to direct reports including designers, PR reps and event specialists and led by example at all times
- Prepared monthly, quarterly and annual CSR reports directly for the CEO and country Directors
- Oversaw official communications between business and government/non-government entities and company's online communication including the corporate website, social media accounts, and content marketing, ensuring they remain up to date & engaging.

## PROJECT HIGHLIGHTS

- Organisational-wide CSR strategy focussed on ethics, resources , sustainability and long-term sincerity .
- Brand new digital platform website, with transformed branding and outstanding end-user digital experience
- Corporate communication strategy with guidelines for critical interactions with internal and external stakeholders

## CSR MANAGEMENT

- Develop yearly plan for CSRR initiatives with
- Develop the annual social responsibility budget and present it to senior management for final approval .
- Developing the media plan accompanying the implementation of the initiatives and make sure publish news through the company's official platforms.
- Preparing the annual CSR report.
- Preparing a plan of appropriate sponsorships and partnership.
- Contributing to the preparation of ESG report related to social responsibility.
- Selectivity in creating initiatives according to the social responsibility strategy and the requirements of local and international CSR awards.
- Preparing monthly and quarterly reports and discussing them with senior management to measure the level of implementation and its compliance with the annual plan.
- Preparing press releases related to social responsibility programs.

## 40+ TRAINING PROGRAMMES

Planning, Performance Management, Project Management, Leadership, Innovative Problem Solving, Team Building, Exemplary Writing and Speaking, Change Management, Critical Thinking, Content Creation, Root Cause Analysis and many others.

## RECOGNITION & AWARDS :

- First place in the Prime Minister's Award for Journalism (Graduate Student Category), awarded by the Crown Prince and Prime Minister of Bahrain.(2024)
- Multiple recognitions by the Eastern Province Governor and Deputy Governor for leading community events and initiatives.
- Honorary plaque for publishing the first national CSR guideline – Ministry of Human Resources and Social Development (2023).
- Certificates of appreciation from the Royal Commission and Ministry of Human Resources for regional and national projects and initiatives.

## PROTOCOL

- Protocol management and planning.
- Official coordination with the relevant authorities inside or outside organization to ensure valuable consistency in communication, prior coordination.
- Develop Protocol procedures .

## PROFESSIONAL MEMBERSHIPS & VOLUNTEERING ENGAGEMENTS

- Member of the Saudi Journalists Association.
- Member of the Events Committee – Eastern Province Governorate (Jubail).
- Member of the Housing Volunteering Committee – Eastern Province Governorate (under the Ministry of Municipal and Rural Affairs and Housing).
- Member of the Technical Committee for the CSR Guide (Corporate Version) – Ministry of Human Resources and Social Development and SASO.
- Member of the Follow-Up Committee for the 2nd Edition of the Eastern Province CSR Guide – in collaboration with CSR Council and Imam Abdulrahman Bin Faisal University.
- Executive Committee Member – Eastern Province CSR Forum (Khobar / Al-Ahsa).
- PR & Communications Consultant to various entities in and beyond the Eastern Province.
- Professional Mentor at King Fahd University of Petroleum and Minerals (KFUPM) for several community initiatives, including KISEF 2025, serving as a strategic advisor on social media, content creation, and identity building for students.

## LEADERSHIP TRAITS

- Visionary Leadership
- Emotional Intelligence
- Situational Awareness
- Complex Problem Solving
- Diplomacy
- Cultural Awareness
- Effective Decision Making
- Coaching & Mentoring
- Conflict Resolution
- Negotiation & Influence
- Clear Communication
- Relationship Building

## ADDITIONAL INFORMATION

- Certified columnist in Al-Yaum, MaaL Economic, and Jubail Today newspapers.
- Languages: Arabic (native), English (very good).
- Skilled in digital media tools, institutional platforms, and AI technologies.
- Specializes in corporate communication, protocol, reputation management, and crisis communication.
- Digital content creator with over 30,000 followers on social media.
- Possesses a strong network and database across government, private, and non-profit sectors within and beyond the Eastern Province, including ministries and authorities.
- Authored official speeches and addresses for senior leaders, including scripts for videos and character narratives tied to national, religious, and corporate projects and initiatives.