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Arwa Mohammed Abulaban

Strategic Communications professional with over 10 years of experience in global Protocol in public relations and communication.

Education

- 2016 Professional Certificate for Marketing Communication - USA**
Florida Institute of Technology (FIT)
The Certificate gives the skills necessary to expand areas of responsibility and move into positions of strategic leadership
- 2015 Master degree in Global Strategic Communication - USA**
Florida Institute of Technology (FIT)
Accumulative GPA 3.3/4
The graduation project **"Creating a Social Media handbook for The Royal Embassy of Saudi Arabia in Washington, D.C"**.
- 2003 Bachelor Degree in Library and Information Center - KSA**
King Abdul-Aziz University
Accumulative GPA 3.9/5

Work history

<p>(2020 – to date)</p> <p>Business Analyst Planning</p> <p>Johns Hopkins Aramco healthcare</p>	<p>Covering the following duties:</p> <ul style="list-style-type: none">• Developed communication organization design and communication strategy for the training programs• Managed internal and external communication strategies for the internship programs• Managing internal communications and PR for the academic programs• Communicated with agents, assistant aides, and other protocol offices• Managed the protocol office gifts program for the office• Developed framework and process to support the JHAH global website needs of the business• Managing the elective/summer program with the cooperation of Saudi universities• Shaped and implement communication strategies for the advance programs• Evaluating the effectiveness of training programs using feedback, questionnaires, interviews and observation, in order to plan future programs and to amend existing programs• leading the automation project team in JHAH public website• Member in IKITC Committee "In-Kingdom Medical Institution Training Committee"
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	<ul style="list-style-type: none"> • Participate in strategic planning process and maintain the best practices of the programs • Creating and reviewing the training program policies with HR
<p>(2016 – 2019)</p> <p>Business Specialist</p> <p>Johns Hopkins Aramco healthcare</p>	<p>Covered the following duties:</p> <ul style="list-style-type: none"> • Managed the weekly event of “Grand Rounds” with internal, external, and international speakers • Created and designed JHAH staff announcement for OAA events • Coordinated the residency training program with the Saudi Commission for Health Specialties • Coordinated the special programs for the science graduate with the Saudi Commission for Health Specialties • Experience with digital photography and the ability to manipulate photos
<p>(2012-2013)</p> <p>Social Media Communications Specialist</p> <p>Inclusive Education Services (IES) University of Central Florida</p> <p>USA, FL</p>	<p>Covered the following duties:</p> <ul style="list-style-type: none"> • Designing and delivering training programs in line with the development strategy of the organization • Research and develop specific content for postings, including items directly related to the mission and vision of the organization • Increasing brand awareness • Keep track of social media trends • Dealing with enquiries from the public and related organizations • Developing a strong working relationship with media • Lead day-to-day social media activities, including creating and implementing social media campaigns that highlight training events at the organization • Coordinating and planning events, including developing workshop content for use on social media sites
<p>(2009-2012)</p> <p>Campus Life Director</p> <p>Prince Mohammed Bin Fahd University</p> <p>KSA-Khobar</p>	<p>Covered the following duties:</p> <ul style="list-style-type: none"> • Led the collaborative projects with other universities in/out of the KSA • Daily management of the University's social media pages • Established and maintained effective working relationships with local and international media representatives • Represented PMU in/out KSA events and meetings • Promoted events by designing posters and giveaway items • Developed feedback, analyzes effectiveness of events and activities, and prepares reports of execution • Assisted with the planning of all aspects of student organization leadership trainings and advising

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<p>(2008-2009)</p> <p>Public Relation Representative</p> <p>Al-Qusaibi Hotel KSA-Khobar</p>	<p>Covering the following duties:</p> <ul style="list-style-type: none"> Assisted in event planning, including workshops, media conferences Analyzed media coverage and evaluating advertising and promotion programs for compatibility with public relations efforts Established and maintained effective working relationships with local and international media representatives Developed the planning publicity strategies and campaigns
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Member Ships

- Florida Communication Association (FCA)
- Public Relation Society of America (PRSA)
- Stands for the American Society for Quality (ASQ)
- Toastmaster International Society (AIS)
- National Dialogue of Saudi Arabia (NDS)

Corporate Training

- Effective Communication
- SCFHS special electronic program (One 45)
- Business Meeting & Discussions Workshop
- Leadership challenge workshop
- The 7 Habits of Highly Effective People

Computer and Communication Training

- International Computer Driving License (ICDL)
- The Situational Leadership Workshop
- Leadership Series for Supervisors
- Building Trusting Relationships

Volunteer

- 2016 Training Coordinator**
Johns Hopkins Aramco healthcare
- 2015 Harvard Arab Week Conference**
Harvard University-USA-Boston
- 2015 Career Fair Coordinator**
Florida Institute of Technology
- 2014 Teach In Program**
Timber Lake Elementary School
- 2013 TED Conference Organizer**
TEDx UCF Conference