



Abdullah Al Kaabi

Corporate Communication

Internal & External Communication | Events | Engagement | Change Management

Branding | Public Relations | Copywriter

Personal Information:

Saudi

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Educational Qualification

Bachelor of Public Relations: Al-Imam

Muhammad Ibn Saud Islamic University

Languages

Arabic ● ● ● ● ●
English ● ● ● ● ●

Skills

The ability to use Adobe Illustrator

The ability to use Office programs

The ability to use oracle system

Creative Content Writing

Creating creative ideas

Experience

Ladun Investment Company

Group Internal Communication Specialist Oct 2020 - Present

Participate in the Corporate Communication (content, events, media relations, campaigns, creative designs).

Managing relationships with all agencies (creativity, advertising, events management, consultancy).

Established the group's internal communication unit, including developing an internal communication strategy that is aligned with the company's strategy and brand identity, promoting corporate linkage.

Planning and executing internal events, leading internal media (writing and directing internal content)

Building programs in work environment for health, social responsibility, rights, knowledge, and appreciation.

Leading the culture / change management that started with our transformation strategy by enhancing the suitability of staff and creating IC campaigns.

Annual budget preparation, including external and internal events, tendering, and evaluating technical and financial proposals.

Ministry of Health

Public Relations Specialist (Training) Sep 2019 - Dec 2019

Implementation of official work from conferences, exhibitions and workshops, meetings coordination, crowd control and management including all their procedures, VIP management and scedulings, hotel bookings and reservations, writing reports, content analysis and also content creation, work coordination, creative ideas.

Training courses

- Certified Change Management Professional (CCMP)™ I Bakkah
- Public Relations in Crisis Management I Oraib
- Event Management I Institute of Public Administration

Achievements and posts

- Member of the Human Resources Development Project Team (responsible for internal communication policy)
- A member of the HR process automation project team (user experience)
- Oct 2017** • Participation in organizing the New Media Award Ceremony
- Oct 2019** • Participation in the preparation of the World Conference on Disaster Medicine
- Nov 2019** • Organizing and preparing the third international conference of the Saudi Society for Health Administration
- Dec 2019** • Participation in writing the terms and conditions in brochures for organizing and holding events, exhibitions and workshops for the Public Relations and Events in the Ministry of Health