**MAHANA ABA ALKHAIL**

Saudi Arabia | +966 554050488| [mahana.aba.al.khail@gmail.com](mailto:mahana.aba.al.khail@gmail.com) | [LinkedIn](https://www.linkedin.com/in/mahana-aba-alkhail-10011001t)

***Personal Details:***

*13th May 1984 ▪ Saudi Arabia ▪ Saudi ▪ Male ▪ Married*

**Public Relations Management**

A results-driven PR professional with extensive experience in developing and executing effective communication strategies for clients across various industries. Skilled in developing comprehensive press kit materials, responding to information requests from media outlets, and managing the identity and reputation of clients. Excel at leading development campaigns and providing effectual ideas to deliver creative vision. Adept at fostering strong relationships with regional and national media outlets, arranging press conferences and interviews, and writing impactful speeches for company representatives. Consistently exceed expectations in achieving communication goals and objectives. Conceptual thinker with excellent communication, interpersonal, and analytical skills. Proficient in English and Arabic with basic knowledge of French.

**CORE PROFICIENCIES**

Public Relations | Strategic Planning & Analysis | Marketing Material | Media Relations | Reputation Management

Social Media Management | Presentation Development | Strong Relationship Building | Customer Base Expansion

Market Research & Analysis | Cross-functional Collaboration | Client Relationship Management

**KEY ACCOMPLISHMENTS**

* Organized GDA International Downstream Conference and Exhibition 2023 event in the Kingdom of Bahrain, contributing significantly to its success.
* Planned, edited, and wrote content for various internal communication mediums, including staff intranet, monthly magazine, and email bulletin, resulting in consistent and effective messaging across the organization.
* Arranged and coordinated press conferences, interviews, and other media and event appearances for company clients, resulting in increased visibility and media coverage.

**PROFESSIONAL EXPERIENCE**

**Saudi Aramco, Saudi Arabia 2022 to 2023**

**Public Relations Communication & Writer Editor**

Execute successful Aramco Awareness campaign to dispel workplace biases and raise awareness among employees. Manage content creation and assigned tasks to writers and publishers, resulting in high-quality materials for businesses. Conduct extensive research on subject matter and develop creative titles to improve content effectiveness.

*Selected Accomplishments:*

* Planned and implemented effective publicity strategies, expanding reach and impact of content.
* Evaluated and selected content for publication in print media and online, resulting in increased visibility and engagement.

**Engineering Development Center (EDC), Saudi Arabia 2012 to 2022**

**PR & Internal Communication Manager**

Steered and empowered team of PR and internal communications officers 13 to deliver effective communication strategies for the company. Collaborated closely with art directors and designers to translate ideas into compelling visual communication materials. Coordinated with staff to utilize social media, expanding the reach and impact of internal communications. Communicated project progress and addressed client inquiries in a timely manner.

*Selected Accomplishments:*

* Developed and executed robust internal communications strategy in collaboration with senior managers, resulting in improved work progress, goal attainment, and success in internal communications.
* Delivered impactful presentations at organizational events, delivering relevant business messaging to key stakeholders.

**Engineering Development Center (EDC), Saudi Arabia 2011 to 2012**

**Public Relations Senior Specialist**

Created comprehensive press kit materials, including press releases, images, pitch letters, case studies, feature articles, and trend stories, resulting in effective media outreach and coverage. Responded promptly and effectively to information requests from media outlets, ensuring accurate and positive representation of clients in the media. Conducted surveys, polls, and social media listening to identify public opinion of clients, allowing for effective reputation management.

*Selected Accomplishments:*

* Maintained the identity and reputation of clients through a collaborative approach and exceptional acumen.
* Built and strengthened strong relationships with regional and national media outlets, resulting in effective media coverage and placement of company representatives in relevant media outlets.
* Wrote impactful speeches for company representatives, utilizing best creative practices to effectively communicate key messaging to target audiences.

**Additional Experience:**

* **Internal Communication Specialist,** Q.Net International Company, Saudi Arabia
* **Media Relations Team Leader,** Trolley Carriage & Iron Works Factory Co. LTD, Saudi Arabia

**EDUCATION & CREDENTIALS**

**Mini-MBA Degree in Business Management**

International Business Management Institute - Berlin, Germany

**Bachelor’s Degree in Public Relations**

King Abdelaziz University - College of Media, Jeddah, Saudi Arabia

MPRM Certification | Media and Public Relations Manager Certification - Management and Strategy Institute (MSI)

EMC Certification | Executive Management Certification - Management and Strategy Institute (MSI)

BMEC Certification | Business Management Essentials Certification | Management and Strategy Institute (MSI)

Social Media Certification | International Association of Professional Career College (IAP)

Management Certification | International Association of Professional Career College (IAP)

Business Certification | International Association of Professional Career College (IAP)

Communication Certification | International Association of Professional Career College (IAP)

**TRAINING & CERTIFICATIONS**

Environmental Management System | (Aramco Certification)

Operational Excellence (OE) Fundamental | (Aramco Certification)

Code of Business Conduct | (Aramco Certification)

Records Management | (Aramco Certification)