

MOUDI ALKHASHAN

PUBLIC RELATIONS & COMMUNICATIONS SPECIALIST

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PROFILE

Public Relations & Corporate Communications Specialist with 5+ years of experience incorporate, cultural, and government sectors. Skilled in media relations, event management, internal communications, and stakeholder engagement. Adept at supporting crisis communication and delivering campaigns that strengthen reputation and drive audience engagement.

CORE COMPETENCIES

- Media Relations & Press Releases
- Event Planning & Protocol Management
- Stakeholder Engagement & Partnerships
- Internal & Corporate Communications
- Crisis Communication Support
- PR Campaigns & Brand Reputation
- Vendor & Supplier Coordination
- Tools & Platforms (Google Analytics, Trello, JisrHR)

PROFESSIONAL EXPERIENCE

Internal Communication Specialist, The Culture House, Riyadh January 2025 — Present

- Designed and launched internal campaigns that increased employee engagement
- Orchestrated internal events and recognition programs, boosting participation by 20%.
- Produced newsletters, announcements, and executive messaging distributed to hundreds of staff.
- Supported crisis communication by delivering timely, accurate updates to employees.

Public Relations Specialist, Hwadi Company Ltd, Riyadh May 2024 — January 2025

- Forged partnerships with clients and suppliers, generating 5 new collaborations.
- Negotiated and managed contracts, reducing vendor costs by 12%.
- Streamlined collaboration between Marketing, IT, and Legal to align PR objectives.
- Elevated company reputation through proactive stakeholder engagement.

Public Relations & Partnerships Specialist, Ritchy Group, Riyadh January 2021 — March 2024

- Secured partnerships with government and private sectors, expanding market reach
- Directed PR activations for national and seasonal events, boosting engagement by 30%.
- Orchestrated company presence at major exhibitions, attracting thousands of attendees annually.
- Strengthened client and partner relationships, driving 20% repeat business growth

Customer Service Specialist, Ritchy Group, Riyadh January 2020 — February 2021

- Managed corporate social media accounts, increasing engagement
- Resolved customer inquiries and service issues, raising satisfaction scores
- Compiled and reported customer feedback to support service enhancements.

Public Relations & Communication Specialist, Next Level International for Event Management, Riyadh January 2019 — January 2020

- Coordinated logistics for 15+ corporate events, ensuring seamless delivery.
- Negotiated supplier agreements, cutting event costs by 10%.
- Developed event content and communication materials aligned with client branding.

- Cultivated stakeholder relationships, securing 3 new client accounts.

EDUCATION

Institute of Public Administration Diploma in Public Relations & Corporate Communication	November 2023
Bachelor Degree of Science in Biology University of Dammam	January 2015

PROFESSIONAL DEVELOPMENT

Project Management (PMP)	2019
Marketing Through Social Media Channels	2020
Professional Advertising Skills	2020
Public Relations Activities Program	2022
Expansion Through Franchisor-Franchise Model	2022

ADDITIONAL INFORMATION

- **Languages:** Arabic & English