

# Leena Al Rasheed

Riyadh Saudi Arabia

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## PROFESSIONAL SUMMARY

Strategic Public Relations Specialist with broad knowledge in branding, social media and traditional PR. Tenacious individuals work fast and hard to generate impactful results.

## WORK HISTORY

### Executive Assistant (Confidential Project with PIF)

April 2025 – Present | Riyadh, Saudi Arabia

- Provide full administrative and executive support to senior management within a confidential project.
- Manage calendars, meetings, and executive schedules.
- Coordinate travel, logistics, and appointments.
- Prepare reports, presentations, and official correspondence.
- Take accurate meeting minutes and track action items.
- Handle confidential documents and sensitive information with high professionalism and discretion.

### Hans Travel & Lifestyle - Officer Manager, Public Relations

06/2024- 06/2025 | Riyadh, Riyadh Region

- Organized filing systems and maintained records and documentation in alignment with company policies and data security protocols.
- Answered high-volume daily telephone and email enquiries, minimizing correspondence backlogs.
- Processed invoices and purchase orders with high attention to detail.
- Maintained high standards of accuracy and quality in data entry and recordkeeping.
- Processed invoices and financial data with strong eye for detail.
- Managed database to maintain updated records and accuracy.
- Resolved team conflicts and assisted with identified problems to maintain sense of teamwork.

### Royal Commission for Riyadh City - Public relations officer

10/2022 - 06/2024 | Riyadh, Riyadh Region

- Planned, developed and implemented robust PR strategies to manage brand reputation.
- Promoted organization as public representative at business, social and community functions.
- Conducted public presentations and prepared materials.
- Handled crisis communication with professionalism and proactive mindset to mitigate damage and restore positive image.
- Attended business, social and other functions to promote organization.
- Established relationship with media, organized press conferences and worked closely with news teams.

### Dar Alarkan - Property consultant

08/2021 - 07/2022 | Riyadh, Riyadh Region

- Managed customer relationships to achieve high satisfaction rate.
- Advised customer on contract law and property law.

## SKILLS

- Customer Relations
- Product Expertise
- Relationship Management
- Business Development
- Social Media Marketing
- Microsoft Office
- Digital Marketing
- Internal Communications
- Sales Analytics
- Customer Retention strategies

## EDUCATION

01/2017 - 01/2020

**International Technical**

Riyadh, Riyadh Region

Diploma: Business Management

## CERTIFICATIONS AND LICENSES

- PET Certification
- AL Faisal international Academy (Training certificate) Translator
- Council of cooperative Health Insurance (Training certificate)
- project management

- Monitored property market trends to accurately anticipate and meet customer demand.
- Liaised with property owners and prospective new customers.
- Coordinated sales through communication with buyers, sellers and solicitors.
- Oversaw transfer of property rights to meet strict deadlines.

## **Jawwy, STC - Social media specialist**

10/2020 - 08/2021 | Riyadh, Riyadh Region

- Produced photo and video content with excellent editing skills.
  - Suggested and implemented new promotions and strategies to increase brand awareness.
  - Compiled content for various communication channels.
  - Responded to comments, messages and feedback to build brand activity profiles.
  - Set standards for outgoing content, producing templates and examples.
  - Scheduled social media posts using Hootsuite, optimizing reach and maximizing community engagement.
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## **LANGUAGES**

English

Arabic

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Fluent

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Native

## **AWARDS, ACCOMPLISHMENTS, AND HONOURS**

- NEBOSH Health and Safety at Work Award
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## **VOLUNTEERING**

- Driyah Gate Development Authority
- GLO work 2018
- Art exhibition of the artist Banksy 2020 art