

Ahmed Aldhaheri

Director Of Public Relations and Marketing

Contact

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Education

- **Bachelor's: Marketing - 2011-2016**
Clarion University - USA, Clarion
- **Higher Diploma: Office Administration – 2008-2010**
Technical College - Jeddah, Saudi Arabia
- **Master's: English Language**
Point Park University - USA, Pittsburgh

With over 10 years of experience, I excel in managing partnerships and leading diverse teams. Skilled in strategic planning and effective communication, I've built robust relationships and collaborations. I have a proven record in problem-solving, event organization, and decision-making. Notably, I have achieved multiples of the financial targets set for me, reaching millions of riyals, and successfully conducted domestic and international marketing campaigns, meeting all my operational goals. I am committed to continuous learning and pursuing excellence in every endeavor.

Work History

2020-01 -
2024-01

Director of Public Relations and Marketing

Friends Of The Heart Association

- Developed and implemented comprehensive communication strategies that elevated the organization's public image, broadened awareness of its programs and priorities, and increased the visibility of its initiatives across key stakeholder groups.
- Served as the primary point of contact for all media inquiries, effectively building and maintaining positive relationships with journalists and media outlets to promote our mission and initiatives.
- Oversaw the organization's brand identity, ensuring consistency and strategic alignment in all communications and marketing materials across various platforms.
- Coordinated and executed various public events, such as fundraisers, community outreach programs, and informational sessions, to engage the community and increase awareness of the organization's mission.
- Actively engaged with community leaders, partners, and stakeholders to foster collaborative relationships, gain support for organizational initiatives, and attract sponsorship and funding opportunities.

2017-01 -
2023-01

Marketing Manager

Dr. Hamza Halawani Clinics

- Crafted and executed comprehensive marketing strategies to increase patient acquisition, retention, and satisfaction.
- Oversaw the clinic's online presence, including the website, social media profiles, and listings in healthcare directories, ensuring accuracy and consistency.
- Developed creative and informative promotional materials, including brochures, flyers, and email newsletters, to communicate services and special offerings.

Courses

- Charitable marketing
- Consumer's behavior
- Marketing Administration
- Selling arts • Blue wave strategy
- Online Marketing
- International Negotiation Skills
- Supply chain management
- Career development
- Leadership development skills
- Quality Management 6 Len Sigma
- Scientific research methods
- Time management
- Hospitality Management
- Project Administration
- Strategic planning

Skills

- Partnership Management
- Effective Communication
- Strategic Planning
- Media Relations
- Brand Management
- Content Creation
- Stakeholder Engagement

Languages

- Arabic: Native
- English: Fluent

2018-01 -
2019-12

Financial Resources Development Specialist

KAFA Charitable Society

- Developed and implemented strategies for fundraising and resource mobilization to support the charitable society's programs and initiatives.
- Identified and engaged with potential donors, including individuals, businesses, and other organizations, building long-term relationships.
- Wrote and submitted persuasive proposals for grants and funding, clearly communicating the society's mission, programs, and impact.

2016-01 -
2018-12

Project Manager

Saleh Hussein Al Salama

- Led diverse project teams, coordinating members from various departments to achieve project objectives within set timelines.
- Developed detailed project plans, outlining stages, milestones, and required resources, to guide the team's progress and keep stakeholders informed.
- Managed the project budget, tracking expenditures and costs, to ensure the most efficient use of resources.
- Conducted risk assessments for potential projects, identifying potential obstacles and proactively developing solutions to mitigate them.

2015-01 -
2016-12

Director of Alliances and Partnerships

Nama Association

- Established strategic relationships with various organizations to support and promote the association's objectives.
- Conducted negotiations and managed agreement terms with new and existing partners.
- Organized and oversaw joint programs and events, handling all aspects from initial planning to final execution.

Memberships

- Member of the United Nations Organization for Voluntary Work
- Member of the Saudi Peace Search and Rescue Team
- Member of the Saudi Red Crescent Authority
- Head of the Saudi Cultural Mission in Pittsburgh, USA
- President of the Muslim Student Association of Pennsylvania, America
- Vice President of Foreign Students, Clarion USA
- Member of the American Heart Association