YAZEED ABDULHAKEEM ALGHAMDI

MARKETING & CORPORATE COMMUNICATIONS EXECUTIVE | MBA

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PROFESSIONAL SUMMARY

Marketing and corporate communications leader with cross-sector experience spanning cybersecurity, government, tourism, logistics, and digital services. Track record of building communication functions, shaping brand and reputation strategy, and leading integrated programs spanning leadership communications, media relations, internal communications, digital channels, and major industry events. Combines strategic leadership with commercial orientation, translating organizational priorities into clear market narratives, stakeholder engagement, and sales enablement while leading teams, agencies, budgets, governance, and performance measurement.

CORE EXPERTISE

Corporate Communications | Integrated Marketing Strategy | Brand & Reputation Management | Leadership Communications | Media Relations | Stakeholder Engagement | Internal Communications | Digital Marketing | Event Strategy | Content Strategy | Commercial Enablement | Function Building | Agency & Vendor Leadership | Budget Management | Performance Measurement

PROFESSIONAL EXPERIENCE

CYBERANI BY ARAMCO DIGITAL

Marketing & Corporate Communications Director — **Jul 2025 – Present**

- Lead the marketing and corporate communications function in alignment with Cyberani's business priorities, market positioning, and commercial objectives.
- Direct integrated plans across corporate communications, digital channels, internal communications, leadership messaging, content, and strategic events.
- Shape Cyberani's brand narrative and market-facing messaging to strengthen awareness, credibility, and relevance among priority stakeholders.
- Lead major industry engagements from positioning and content direction through visitor experience, stakeholder engagement, and lead-generation support.
- Equip commercial teams with sales-enablement materials, stakeholder-facing content, and clear strategic messaging.
- Govern agency and vendor delivery across events, creative production, content development, and digital communications.
- Establish communication governance and performance tracking across priority campaigns, channels, and initiatives.

SAUDI RED SEA AUTHORITY

Director of Communication — **Jul 2023 – Jun 2025**

- Built the Communication function from the ground up, establishing its structure, roles, workflows, governance, and delivery model.
- Developed communication strategies aligned with the Authority's mandate, strategic objectives, and Saudi Arabia's tourism priorities.
- Directed brand identity, institutional messaging, and content standards to ensure consistent positioning across communication channels.
- Led media relations, stakeholder engagement, digital content, and internal communications to strengthen visibility, reputation, and organizational alignment.
- Established performance indicators and reporting mechanisms to assess communication effectiveness and guide decision-making.
- Built and led a cohesive team delivering high-quality communications across multiple strategic initiatives.

SAUDI PORTS AUTHORITY — MAWANI

Director of Communication — **Apr 2020 – Jul 2023**

- Developed and executed strategic communication plans supporting Mawani's organizational goals and national logistics positioning, while directing brand and reputation across media, digital, internal, and stakeholder channels.
- Expanded public visibility through proactive media engagement and integrated digital marketing campaigns.
- Strengthened internal communications and built productive relationships with government stakeholders, industry partners, and media representatives.
- Led the communication team, managed budgets, and introduced performance measures to improve delivery effectiveness.

PROFESSIONAL EXPERIENCE — CONTINUED

SAUDI FEDERATION FOR CYBERSECURITY, PROGRAMMING AND DRONES

Marketing Manager May 2019 – Apr 2020

- Led marketing activities for training bootcamps and related programs, coordinating campaigns, content, digital channels, and promotional initiatives.
- Contributed to building the Marketing Department's structure, workflows, and internal capabilities.
- Supported the transition from outsourced marketing delivery to an in-house operating model.
- Managed social media and digital communications to strengthen program visibility and audience engagement.

EARLIER CAREER

TACT DIGITAL MARKETING

Senior Marketing Project Manager Feb 2019 – May 2019
Marketing Project Manager Feb 2018 – Feb 2019

- Led multidisciplinary client delivery across strategy, content, design, community management, approvals, and campaign execution.
- Developed and delivered marketing strategies and campaigns for clients including NADEC, UON, Taqnia, Elm, the Saudi Red Crescent Authority, and Mawani.
- Managed social media and content operations for major government and private-sector accounts.

ELM

Assistant Marketing Project Manager Feb 2017 – Feb 2018
Co-op Trainee, Brand Management Jul 2016 – Feb 2017

- Supported marketing planning, campaign launches, content management, and stakeholder coordination.
- Managed marketing activities for the Holom Program and Elm Ambassadors.
- Contributed to internal branding and brand implementation for Salamah, GACA-related projects, and the Holom Program.

EDUCATION

Master of Business Administration (MBA)
Saudi Electronic University, College of Administrative and Financial Sciences | Riyadh, Saudi Arabia

Bachelor of Science in Business Administration — Marketing
King Saud University, College of Business Administration | Riyadh, Saudi Arabia

PROFESSIONAL DEVELOPMENT

Six Sigma Green Belt | PMP Training Course | SPSS Statistical Analysis | Effective Facilitator

SELECTED RECOGNITION

Rowad Elm Campaign — Recognition from the CEO of Elm.
Marketing Club Leadership — Recognition from the Dean for service as Vice President and Team Lead.
Holom Bootcamp — Recognition from the Dean.

LEADERSHIP & COMMUNITY ENGAGEMENT

MARKETING CLUB — KING SAUD UNIVERSITY

Vice President | Team Lead 2015 | 2014

- Led activities spanning marketing, events, finance, member development, and stakeholder coordination.
- Organized more than 30 lectures, seminars, and workshops and led the university-wide 'What's Marketing' campaign.