

Abdullah Sayel Al-Mutairi

عبدالله صايل المطيري



Riyadh, Saudi Arabia

Nationality: Saudi

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SUMMARY OF SKILLS

- Editorial, managerial, creative skills.
- Professional writing according to press standards.
- Notable communication skills (written and verbal).
- Content making.
- Distinguished knowledge of creative media making and release.
- Management of professional media teams.
- Branding skills.
- Marketing skills.
- Leading a team of creators.
- Manage and support communication strategic plans.
- Proven ability to produce under extreme pressure and short notice.
- Keen participant at ongoing Saudi cultural missions.
- Able to set directions and chain of orders accordingly.
- Out of the box' tender.
- Believer of team spirit.

MEDIA & MARKETING WORK EXPERIENCE

- **Director General, Corporate Communications & Marketing, Public Transport Authority (2017 and still)**

Summary of Duties: responsible for directing and managing PTA's internal and external communications. Control. Feed & monitor Social media platforms to fulfill communicational & marketing goals. Creating communication & marketing strategies, directing public relations, creative production and digital media team. My mission includes writing press releases, arranging publishing and feeding various digital platforms. The mission also includes producing publications varying from brochures to annual reports. Serving as the key spokesperson and media contact for PTA. Reporting directly to HE, PTA President, my mission included running awareness campaigns, warning campaigns & Social responsibility partnership. The mission also includes writing speeches for leadership.

- **Spokesman, PTA, (2017 and still)**

Summary of duties: Media contact for PTA. Playing a professional role relying on years of experience in journalism, communications, public relations. In this role, my mission is to ensure that public announcements are made in the most appropriate shape and through the most appropriate channels to maximize the impact of wanted messages, and to minimize the impact of unfavorable messages. Committedly, providing representation and advocacy for the organization's leadership, alarming any conflict and working on immediate communicational solutions.

- **Editor in Chief, Public Transport Magazine. (2018)**

Summary of Duties: Covering major events. Following & reflecting daily updates related to regulations and awareness campaigns. The PTA magazine is Issued monthly & delivered –for 2018- to Transport society in 3 major cities Riyadh, Jeddah & Dammam. It also includes running a daily updated magazine website e.g. releasing news, reports and launching professional image content. Monitoring quality according to journalist standards. Running a team of editors, photographers & reporters.

**•Director of Media Services, King Saud bin Abdulaziz University for Health Sciences
(Ministry of National Guard Health Affairs). (2011/2017)**

Summary of duties: create and monitor news for 3 campuses in Riyadh, Jeddah & Alahsaa, feed daily updated news & events platforms (University main website, Magazine website & Social Media accounts).

Writing press releases. Writing speeches. Writing scenarios for film production. Providing media coverage for conferences. Running official social media accounts. Monitoring designers & production. Producing printed material e.g. brochures, flyers etc. Directing a team of journalists, PR specialists & photographers. Slogan making. Facilitating booths & PR campaigns for organization & students inside & outside campus e.g Aljanadriyah Festival, Higher Education International Exhibition, Malls etc. Running graduation ceremonies. Arranging renowned conferences & events under the auspices of King Abdullah, HRH Prince Muqren bin Abdulaziz, HRH Prince Muteb bin Abdullah.

• Editor in Chief, University Pulse Magazine. (2011/2017)

Summary of duties: Issue a monthly printed magazine & delivering it to 3 campuses in Riyadh, Jeddah & Alahsaa. Running a daily updated magazine website e.g. releasing news, reports and launching professional image content. Monitoring quality according to journalist standards. Running a team of editors, photographers & reporters.

• Deputy, Editor in Chief, Saudi Research & Publishing Co. (2008/2010)

Summary of duties: Running a team of journalists, reporters & writers. Writing headlines. Authorizing material release. Covering major events. Following & reflecting daily updates.

• Youth Program Associate Manager, United Nations. (2008)

Summary of duties: Studying value of United Nations suggested projects for Saudi youth. Arranging media conferences related to the projects. Press releasing news stories highlighting the projects.

- **Editorial Manager, Al-Majallah, Saudi Research & Publishing Co. (2006/2010)**

Summary of duties: Managing target weekly news provided by professional journalists. Managing written material delivery and authority of publishing. Arranging adherence to time & quality. Coordinating printing & distribution plans.

- **Creative Writer/Editor, Al-Eqtisadyiah News Paper. (2002/2012)**

Summary of duties: providing daily editorial column related to major Saudi issues. Providing a weekly page concerning education and development obstacles. Providing a weekly page concerning culture and its economic value.

- **Writer/Art Editor, Al-Jazeera News Paper. (1994/2002)**

Summary of duties: Writing a daily column related to social life in the Kingdom. Providing a weekly report concerning various social issues. Providing critique related to music, painting and arts. Providing visual content for major stories.

RELATED EXPERIENCE

- Editorial Writer, OKAZ (2017)
- Editorial Writer. Alyaum (2013/2016)
- Editorial Writer, Arab News. (2010/2015)
- Interviewer/Editor, Radio Riyadh, English Program. (2007/2008)
- Writer, Al-Riyadiyah News Paper (2000/2002)
- Interviewer, Saudi TV, Channel 1. (1996/1998)
- Introducer, Radio Riyadh. (1998/1999)

ENGLISH, TRANSLATION & ARTS EMPLOYMENT HISTORY

- Vinnell Corp. (1994) (Interpreter/Translator)
- Ministry of Education (1995/1999) (English Teacher/Phonology lecturer).
- British Aerospace Systems (1999/2007). (Senior Translator/ELI).
- Chairman, Saudi C&A Society. (2009/2016).
- Senior Executive Editor for Qulaity Assurance & Control (National Guard Development Project).

ADVISORY MISSIONS

- Media Advisor, HE, Sulaiman Alhamdan, Minister of Transport (2017).
- Media Advisor, Haramain High speed Railway Porject (2017/2018).
- Adviser of Media, Mawhiba (2017).
- Adviser of Media, King Abdulaziz Center for National Dialogue (2017).
- Assigned by HRH, Prince Muteb bin Abdullah, Minister of National Guard, as Aljandriyah Operetta content creator.
- Seasons (2014/2015).
- Media Director, inauguration campaign of King Abdullah Humanitarian Foundation, National Hemodialysis Care Program, 2014.
- Media director, inauguration campaign of King Saud bin Abdulaziz University for Health Sciences, Riyadh, Jeddah & Alahsaa campuses, 2012/2014/2015.
- Senior Executive Editor for QC/QA, Vinnell Arabia. (Feb 2016-August 2016).
- National Family Security Program Media Advisor. (2014/2015).
- Senior Script Writer, short films & documentaries, Ministry of National Guard Health Affairs, 2011/2016.
- Media Relations Facilitator, Ministry of Interior, GITEX Dubai, 2015.

EDUCATION

- MA, English. Joint,(Leeds/KSU) Program, (2008/2010)
- BA, English Literature. KSU, (1990/1994).

CRATIVE SKILLS

- Author (4 literary books).
- Copywriter.
- Speech writer for a number of Saudi leaders.
- Headline maker.
- Scenarist. (MBC Group, Saudi TV, Rotana).
- Short Story Writer.
- Paging & layout.
- Cover artist.
- Visual identity creator.
- Creator of awareness campaign slogans.
- Creator of characters.
- Character Designer, 2D & 3D production (Abu Hodayjan tv series, Baini wa Bainak and others).
- Illustrator, Al-Jazeera, Al-Eqtisadyiah, Majallat AlMajallah, Character Magazine and more.

REFERENCES

Mr. Abdulawahab M. Al-Fayez.

Chief Editor, Al-Eqtisadiyah, Arabnews & Majallat Al-Majallh.

Contact info: upon request

Dr. Azzam Al-Dekhayel.

Ceo, SRPC & SRMG.

Contact info: upon request

Dr. Rumaih Al-Rumaih

President, Public Transport Authority

Contact info: upon request