



**MOHAMMED  
ALDOBIE**

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mohammed@aldobie.com

is a passionate communicator with over 13 years experience in various communication roles including media production, branding, change management, and internal communication. He possesses diverse conceptual, creative, technical and digital skills which enable him to translate strategic communication objectives into successful projects.

Mohammed began his career in 2003 with a US company at the National Guard Modernization Program. In 2008, he moved to Canada and the United States to do his Masters degree in the field of Interactive Communication, where he excelled and graduated with honors (the first rank at the School of Communication, Quinnipiac University). During this time, he became an active member of the Saudi Student Society and the Saudi Cultural Attaché both in Canada and the US.

After his graduation, Mohammed joined the National Guard Health Affairs as Multimedia Manager responsible for all media production across the organization. In 2012, Mohammed became part of Ma'aden's Communication team as the Head of Internal Communication. His current role includes managing Media Production, Branding, and Event Management across the Kingdom.

## **Work Experience**

### **Saudi Arabian Mining Company (Ma'aden)**

#### **Manager, Production & Internal Communication (November 2012 – present)**

Job responsibilities: Managing company-wide media production, as well as internal and external communication strategic campaigns, branding, employee engagement, and change management initiatives. Playing a major role in the company's brand management, external profile and event management.

I was a key player in the company's major projects, such as: Ras Al Khair Royal Inauguration, Ma'aden Aluminium Smelter and Rolling Mill Inauguration, Wa'ad Al Shamal City Inauguration, and multiple PR and event management initiatives including Royal and VIPs visits to Ma'aden sites, plants, and mines across the Kingdom.

**Website:** <http://www.maden.com.sa>

### **King Saud bin Abdulaziz University for Health Sciences (NGHA)**

#### **Multimedia Manager (September 2011 – November 2012)**

Job responsibilities: Managing internal communications and digital signage teams and sections, managing multi-communications channels across the organization, developing organization-wide strategies, managing cross-departmental internal and external events, and acting as strategic advisor on communications.

**Website:** <http://www.ksau-hs.edu.sa>

### **The Saudi Leaders' Organization**

#### **Information Technology Manager (April 2011 – April 2012)**

Job responsibilities: Creating communications strategy for the organization and ensuring that the communications plan is consistent and reflects the organization strategic vision.



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## MOHAMMED ALDOBIE

### **Griffin Hospital, Connecticut, USA**

#### **Social Media Specialist (April 2010 – September 2010)**

Job responsibilities: Managing and establishing social media, developing online marketing strategy, and managing web applications.

**Website:** [www.griffinhealth.org](http://www.griffinhealth.org)

### **National Guard Modernization Program (Vinnell Arabia)**

#### **Chief IT/ Information Management Officer (March 2003 – April 2008)**

Job responsibilities: Managing a team of translators, preparing the department plans and strategies, and managing the internal communications plans for the division.

## Education

### **School of Communications, Quinnipiac University, Hamden, Connecticut, USA**

#### **Master's degree in Interactive Communications (2009 – 2011)**

**GPA: 4.0 out of 4.0, with Honors Degree, & ranked first among all the students.**

**Thesis:** Globally Designed: a study investigates the cultural differences of web interfaces. It compares how American-English speakers and Arabic-language speakers interpret web user interfaces. It also focuses on how people communicate across the globe and how culture influences the effectiveness of communications.

### **University of Manitoba, Winnipeg, Canada**

#### **Intensive Academic Program (05/2008 - 01/2009)**

Ranked first among the students in all courses.

### **King Saud University, Riyadh, Saudi Arabia**

#### **Bachelor of Arts in English Language (1998 - 2002)**

## Certifications

- CrestCom Leadership Development Program (2016-2017)
- Strategic Communications & Public Relations (International School of Communication London, UK - 2015)
- Leadership & Management (Meirc Training & Consulting, 2015)
- Certified Brand Manager (AIPMM, 2014)
- Certified Strategic Internal Communications (Informa, 2013)
- Certified Strategic Communicationscc(UNI Strategic, 2013)

## Skills

- I possess leadership and time management qualities.
- I have an excellent command of scheduling, planning, and organizing.
- I have a very social personality.