



Aljawhara Minwer

My Journey:

12+ years of experience

I started my career since 2007 as an art instructor, after that I moved to communication and public relations filed working in event planning and management.

I conducted different Art Events and the (first conceptual art event at KSA and Jeddah at Tasami Creative Lap 2009)

In a short period, I was able to take it into a more professional level with an event management company by contracting with governmental organizations, universities, and large private companies. Locally and internationally.

I continued to explore a different angle of PR & Communication through my career advancement, entering hospitality filed through FRHI Group, Movenpick Hotel Makkah, then as first female who had this position in the region at that time as Cluster PR Manager at (Fairmont, Raffles, and Makkah Swissôtel, Swissôtel Almaqam Makkah owned by Accor Hotels) the biggest hotels group with over 5500 rooms

Because I'm passionate about writing, I wrote for the Riyadh Newspaper and other media, publishing articles in (Communications, PR, Marketing, Economy, Hospitality, and Tourism)

And I am proudly joined Marriot International Group with the Ritz-Carlton, Jeddah team as PR Director.



Saudi Arabia - Mecca - Jeddah



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WORK EXPERIENCE

The Ritz – Carlton, Jeddah Hotel **PR Director**

07.2019 – Present

Head of communication department, responsible about all Marketing, PR, and social media strategy, planning, and activities.

Assila Hotel **Rocco Forte Hotels**

Marketing Communications Assistant Director

02.2019 – 06.2019

I am responsible for all communication activities such as Marketing, PR, Digital Marketing and Social Media

Accor Hotels in Makkah **(Clock Royal Tower, A Fairmont Hotel, Raffles Makkah Palace, Makkah Swissotel, Swisotel Almaqam Makkah)**

Group Public Relation Manager

10. 2017 – 10.2018

From this landmark location I was working on building the image internationally for Makkah through the hospitality industry by hosting international media such as the world news agencies, TV and radio channels

One of my biggest achievement was hosting the Islamic TV Channel from England (English and Urdu), to be broadcasting live from Fairmont Makkah front of Kabba with 7 interviews from the hotel only during Hajj season 2017. And now I am proudly working as Director of PR at The Ritz-Carlton, Jeddah responsible for Communication including Marketing, and Digital Marketing.

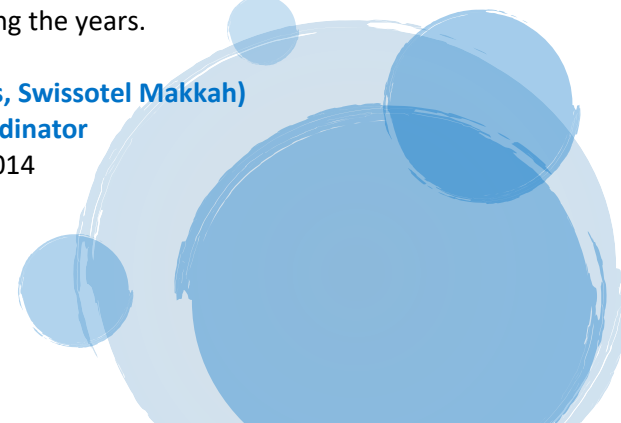
Movenpick Hotel & Residences Hajar Tower Makkah **Marketing Communication Manager**

01.2015 –06. 2017

What has been achieved during the years at Movenpick, maintaining the level of communication and media presence of the company in a balanced and strong manner, building the company's reputation for CSR projects and supporting Saudization, in addition to achieving 180% to 380% return on investment from Marketing as PR value during the years.

FRHI Group (Fairmount, Raffeles, Swissotel Makkah) **Public relation coordinator**

03.2014 – 12.2014





Exhibitions and Conferences Event organizer

Since 2009

I conducted different Art Events and the (first conceptual art event at KSA and Jeddah at Tasami Creative Lap 2009)

In a short period, I was able to take it into a more professional level with an event management company by contracting with governmental organizations, universities, and large private companies, locally and internationally. Frequently, I'm still active in this field.

- Media center, PR and coverage for Alamana Award / with (Tasami Creative Lap) 2019
- Media center, PR and coverage for Hadath Mokhtalef / Unique Event with (Tasami Creative Lap) 2015
- Coordinated Fight against smoking international day festival with the Ministry of health – 2013. (Batola Company)
- Coordinated Diabetes international day festival with the ministry of health - 2013. (Batola Company)
- Coordinated Light and sound international exhibition workshops and activities area – 2013. (Batola Company)
- Assisted in marketing for English language and Translation Forum with Prince Sultan University for girls – 2013. (Batola Company)
- Produced idea and organized (My Hand in Yours) international volunteering day campaign with (Taj volunteering club) – 2012.
- Produced idea and organized (Wahed Tish) contemporary art exhibition with Tasami center for visual arts – 2010. (Tasami Foundation for visual arts)

- Coordinating with government institutions to participate in Light and sound international exhibition. (Batola Company)
- Coordinated Granada Center summer festival 2013. (Batola Company)
- Coordinated French products exhibition at Granada Center 2013 with the attendance of French embassy representatives (Batola Company)
- Assisted in marketing for Alsulimania ninth international exhibition (Batola Company)
- Produced idea and organized Earth day (Bageli Leave Some for Me) environmental contemporary art exhibition with the Supreme Commission for Tourism and Antiquities (SCTA) and the ministry of environment (Moe) – 2010. (Tasami Foundation for visual arts)





Trainer

Since 2007 – Present

In 2016 I launched my initiative for training the entrepreneurs on basic PR, Marketing and Branding to have worldwide trademarks, I trained more than 300+ entrepreneurs YTD.

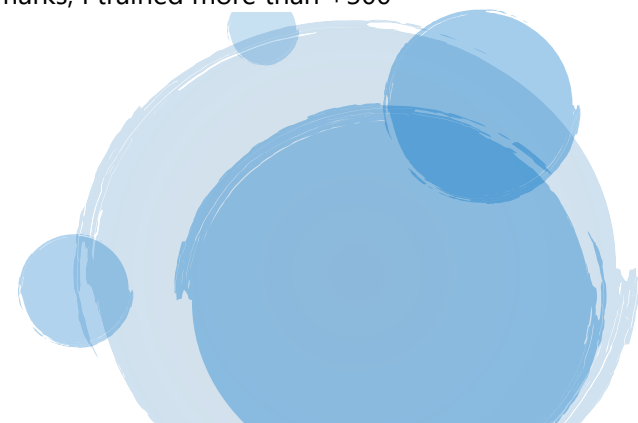
I have earned two professional trainer license from “Cambridge Training and Consultancies Center” and “Technical and Vocational Training Cooperation”.

Workshops:

- Workshop with Saudi commission for tourism and antiquities "career opportunities in tourism sector." 2016
- Workshops and weekly meetings at Tasami center for visual arts around two years period 2010 - 2012.
- Prepared and presented (Wonderful Girls) program three times in a row (self-development and art) 2012.
- (The Basic Concepts of Art and Pencil Drawing) workshop four times in a row at (Dour Business Center - Ritaj Alghad Training Center - Taji summer summit – The Saudi Art Association JSF) 2012 -2013.
- Environmental Art and crafts workshop for special needs children around
- two years period. (Tanweer center for disable kids) 2007 - 2009
- Basics of pencils drawing workshop for children twice at Art creativity center - summer camp 2007
- (Morals through Art) summer workshop for children.2012 – 2013

Personal Initiatives:

In 2016 I launched my **initiative for training the entrepreneurs** on basic PR, Marketing and Branding to have worldwide trademarks, I trained more than +300 entrepreneurs YTD.






Education:

- Diploma, public relation \ IPRA International Public Relations Association 2015 – 201
- Business Administration \ Al-Imam Muhammad Ibn Saud Islamic University 2016 – 2020
- Diploma, Advanced Marketing Management \ ACADEMIC for E-Learning 2013 – 2014
- Hospitality Digital Marketing \ E- Cornell UNI 2020
- Diploma, Management ceremonies and conference \ ACADEMIC for E-Learning 2013 – 2014
- English Language \ Arab Open University 2009 – 2011

Courses:

- Cultural Diplomacy \ FutureLearn Presented by European University Institute (EUI) 2020
- hospitality inbound marketing fundamentals and practices \ Udemy 2019
- Swiss Hospitality Academy \ the basics of organizing events and the tourist season 2019
- Intercultural Communication \ FutureLearn and Shanghai International Studies University (SISU) 2019
- The Secret Power of Brands \ FutureLearn 2019
- Train the Trainer Program from Cambridge Training and Consultancy Center 2015
- Master Trainer Certification Program \ Technical and Vocational Training Corporation 2015
- Mobile Marketing Online Course \ Oxford Learning Lab 2015
- Social Media for Business \ Oxford Learning Lab 2015
- Archetypal Branding: The secret of building a premium brand \ Udemy 2015
- Crisis Communication Online Course \ Saylor Academ 2015
- Lead Generation Basics: Turn Your Connections into clients' \ Udemy 2015
- Course planning marketing programs and advertising \ Academic
- Project Management Course \ Academic
- Course the principles and foundations of public relations \ Academic
- Course Marketing Services \ Academic
- Course time management strategies \ Academic
- NLP course \ Academic

Languages:

- Arabic \ Native language
 - English \ Advanced Level
 - Spanish \ Beginner's level
 - Urdu \ Beginner's level
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Publications:

- AL Riyadh Newspaper \ Free Writer 2015 - 2017
Publishing articles in (Communications, PR, Marketing, Economy, Hospitality, Tourism)
- Sayidaty Magazine \ Free Writer 2011 – 2012

Honors & Awards:

- First Class at The Ritz-Carlton, Jeddah Nov 2019
- First Class for working and planning for conducting the Hotel Brand Video
- Experience sample presented by video \ Saudi Fourth Forum for Exhibitions and Conferences Feb 2018
- Tourism Excellence Award \ General Authority for Tourism and Antiquities Feb 2017
- Nominated within the top 3 Within Sales and Marketing Specialists
- Participate as Speaker \ Saudi Fourth Forum for Exhibitions and Conferences Feb 2017
- Participate as a speaker at Saudi Fourth Forum for Exhibitions and Conferences In future leader session, to share my experience in exhibitions and conference
- Jeddah entrepreneurs meet 2016 Dec 2016
Nominated within the top 10 final projects from the Community Entrepreneurship Among the more than 500 candidates around the Kingdom
- Janadriyah Festival for Culture and Arts Aug 2012
- Behance Nov 2012
As Speaker Behance Riyadh
- Behance Nov 2013
As presenter in Behance Riyadh

MEMBERSHIP:

- Hospitality committee at Makkah chamber of commerce \ First Deputy of the Hotels Committee 2019
 - International Public Relations Association IPRA 2015
 - Toastmaster organization \ PR Consultant 2015
 - Tasami Creative Lab – Jeddah \ PR Consultant 2010 – Present
 - Sasca - Saudi Arabian Society for Culture and Arts 2013
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