



## Samar Al Ramadan

Email Address: [madone1052@hotmail.com](mailto:madone1052@hotmail.com)  
Mobile Phone: +966 542662572  
Nationality: Saudi

### Experience (12 Years)

---

#### PR & Communications Manager – KSA

Landmark Arabia – Riyadh August 2021 – October 2021

- Drive results in our Outlet Stores.
- Setting plans for company events internally.
- Identify company messages.
- Employees satisfaction and growth.
- Identifying special stories for the employees,
- Organizing with HR Head for awareness events to the employees.
- Social Media Accounts
- Staff events, monthly gathering, yearly events.

#### Marketing & Communications Manager (Pre-Opening)

At Dana Rayhaan by Rotana Dammam - December 2019 – March 2020

- Pre-opening collaterals
- Food & Beverages concept developments.
- Creating Food & Beverage quarterly plan for the outlets.
- PR agencies, media buying.
- Photographers and videographer for the first photoshoot.
- Giveaways suppliers.
- Content development.
- Featuring the property on all OTAs with the E-Distribution team.

#### Communications Manager

At Mövenpick Hotel Al Khobar & Maharaja East by Vineet Restaurant - October 2015 – July 2019

- PRs, contents, distribution, announcements.
- Sponsors, bloggers & influencers
- Company profile
- Budget Plan
- Promotional materials.
- Hotel photoshoot
- Online content,
- CSR activities

## **Marketing Asst. Manager**

At Sofitel Al Khobar The Corniche - **June 2013 – October 2015**

- Media and Public Relations.
- Online and offline presence.
- Hotel photoshooting & Video
- Advertising.
- Brand development
- Collaterals

## **Communications Executive**

At Mövenpick Hotel Al Khobar & Mövenpick Beach Resort Al Khobar - January 2013 – June 2013

- Media and Public Relations
- Company profile.
- Marketing campaigns.
- Hotel photoshoot
- Company presence online and offline.
- Brand development, website traffic growth.
- Ensures adherence to the CI/CD.
- Promotional materials

## **Public Relations Coordinator**

At Mövenpick Hotel Al Khobar & Mövenpick Beach Resort Al Khobar - **November 2011 - January 2012**

- Managing the PR, media and social media
- Promotion and event plans
  
- Press Releases
- Printed collaterals
  
- Monthly report
- Offline advertising
- Effective implementation of all media strategies and public relations
- Increase the awareness and all exposure of the property

## **Reservations Supervisor**

At Holiday Inn Resort Half Moon Bay - **October 2009 - October 2011**

- Reports and communicate with the Revenue and Front Office Manager on all pertinent matter effecting guest services and Reservations Operations
- Interacts with guests as well as individuals outside the hotel
- Co-operates, co-ordinates and communicates with other hotel departments and other IHG hotels.
- Ensure that all incoming reservations are handled according to ICON standards
- Ensure all correspondence for reservations is checked and filed
- Co-ordinate with Account Manager regarding accounts.
- Ensure that weekly and monthly reports are prepared
- Attendance in Credit Meeting, Group Meeting, Front Office briefing
- Monitors all guests reservations and visas are dealt with in the correct manner

- Dealing with Companies and Travel Agencies and installing Rate Codes for the contracted ones.
- Monitoring Holidays, Vacations and Eids Packages and responsible of Visas and payment of all.
- Responsible of the Hotel Website information and details broadcast them in the website.
- Assisting Front Office Manager, and responsible of the reservations "individual & corporate" and checking market codes for all reservations.
- Responsible of checking "PCR" points in merlin from LPU from Holidex
- Using Opera system for all reservations details, and making the pick up reports and STR for guest statistics and rooms revenue.
- Attending Sales Meeting, Credit Meeting, Group Meeting and Opera and any updated systems.

## **Administrative/Medical Secretary + Support Services Secretary**

at Al Mouwasat Hospital Qatif **Location:** Qatif, Saudi Arabia , Qatif - EP – KSA

July 2007 - October 2009

### **As Administrative Secretary:**

- Attend and assist Chief Administration and Support Service maintaining confidential files.
- Arrange and attend meeting with Support Services Supervisors meeting.
- Prepare the appointment of Chief Administration and Support Services, with Hospital Managers, and Companies and Institutes Managers, fix date, time and place of meeting, assisting the Manager
- Working in Support Services Department Policies and Procedures during Aramco Survey and JCI Survey, and review it with Support Services Supervisors
- Corporate with sub-contractors, like medical waste companies, general waste companies.
- Performs such other duties, which may be assigned from time to time by the Chief Admin & Support Services, of other officials of the Hospital
- Attends continuing Education, Infection Control and Performance Improvement Programs to keep updated with the current practices

### **As Medical Secretary:**

- Attend and assist the Medical Director, and maintaining confidential files.
- Arrange and attend the doctors meeting and prepares minutes.
- Prepare in-Coming and Out-going correspondence
- Take down in short hand and transcribe accurately all correspondence, Types hospital for policy formulation.
- Compile the Director's comprehensive hospital management program and other significant institutional policies.
- Answer incoming call for the Chief Medical Director and transmits the message in case the Medical Director is not available.
- Update the Chief Medical Director's program of event with other government

## Education

---

### **Certification / Diploma, Data Base Administration/ Oracle**

At New Horizon Computer Center, Al Khobar, Saudi Arabia

**Completion Date:** March 2003

**GPA:** 4.19 from 5

### **High School**

Location: **Qatif, Saudi Arabia**

Completion Date: **February 1998**

### **eCornell University - California**

**Duration:** 13 days - (From 28 November 2012 to 11 December 2012) **Type of Training:** Online Training  
Course **Certificate:** Statistical Decision Making of Hospitality Managers

### **eCornell University**

**Duration:** 13 days - (From 19 September 2012 to 2 October 2012) **Type of Training:** Online Training  
Course **Certificate:** 'Data Gathering and Analysis in the Hospitality Industry'

## Skills

---

Social Media Expert – Communications skills - Leadership – Self motivated

### **Saudi Excellence in Tourism Award**

Nominated as best Executive Sales person in 2013 and was short listed for the final step among 6 participants.

Bottom of Form