

ZEYAD ALHEDAITHY, Ph.D.

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MEDIA CONSULTANT

Media Campaigns Management | Media Strategy Development | Public Relations Management | Media Planning

Dynamic and results-driven Media Consultant with comprehensive experience in planning, devising, and implementing successful media campaigns and strategies. Recognised for executing more than 28 campaigns worth 400M SR and directing diverse advertising channels, including outdoor, social media, TV, radio, and digital platforms. Adept at leveraging extensive industry knowledge and creative expertise to optimise brand visibility and engagement. Expert in driving impactful media campaigns, elevating public image, and delivering measurable results for diverse clients. Transformational leader; directing, training, and facilitating cross-functional teams to render exceptional performance and results.

- ✓ Repeated success in consistently achieving positive outcomes through consultations within the energy sector.
- ✓ Proven track record of publishing numerous research articles in peer-reviewed scientific journals.
- ✓ Articulate communicator; exhibiting excellent organisational and interpersonal skills at all levels.

CORE COMPETENCIES

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| ▪ Event Management & Promotion | ▪ Training & Development | ▪ Social Media Expert |
| ▪ Film Production | ▪ Team Leadership | ▪ Film Maker |
| ▪ Digital Media | ▪ Content Creation & Marketing | ▪ Press Release Writing |

KEY NOTABLE CONTRIBUTIONS

- Planned, initiated, and led Saudi Arabia's largest Energy Efficiency Awareness Campaign for 11 years. Headed project benchmarking, collaborated with Bain and Company, conducted focus groups/surveys, and formulated the campaign strategy.
- Conceptualised media productions, from idea creation and storyboarding to actor selection and CGI supervision.
- Managed campaigns and gathered feedback through surveys, enhancing audience understanding of efficiency and informed choices in appliances and cars.

PROFESSIONAL EXPERIENCE

Ministry of Energy, Saudi Arabia
Media Consultant

2012 – 2023

Planned, devised, and executed robust media strategies to optimise the ministry's public image and communication initiatives. Offered expert advice and recommendations related to the development and implementation of processes related to media production and campaign content. Produced engaging and informative content for press releases, social media platforms, and official statements to disseminate key messages effectively. Collaborated and worked closely with internal teams and external partners, providing guidance to align communication efforts with organisational goals.

- Cultivated productive relationships with media outlets, journalists, and other stakeholders to confirm accurate and favourable coverage of the ministry's activities and policies.
- Formulated and employed crisis communication plans and managed media responses during emergencies to maintain the ministry's reputation.
- Remained up-to-date with media regulations and compliance standards, guaranteeing all communication materials comply with legal and ethical guidelines.
- Employed advertising plans and tailored media channels for individual campaigns, increasing campaign effectiveness.
- Led end-to-end design, scriptwriting, and editing, resulting in highly impactful communication materials.
- Spearheaded diverse campaigns across numerous social media platforms, websites, and mobile applications, expanding online presence and engagement.
- Delivered training and skill development programmes to diverse Saudi personnel, boosting their proficiency in campaign management methodologies.

Saudi Energy Efficiency Programme, Saudi Arabia

2012 – 2023

Head of Awareness Team

Drove the Saudi Energy Efficiency Programme's awareness initiatives, orchestrating 26 impactful national campaigns via www.taqa.gov.sa. Utilized targeted pre- and post-purchasing messages to raise widespread social consciousness on energy conservation for home appliances, vehicles, and tires. Promoted the Taakad application, empowering consumers to select energy-efficient products. Developed and augmented the comprehensive strategy for highly effective awareness campaigns.

Key Contributions:

- Planned, initiated, and set regional and international benchmarks for awareness campaigns in Saudi Arabia.
- Headed focus groups to glean valuable insights into energy consumption behaviours in the Kingdom of Saudi Arabia.
- Created and implemented awareness campaigns' general strategy, increasing public engagement and enhancing awareness about energy conservation practices.
- Adopted best practices and procedures to assure effective management of media plans and selected appropriate methods for each campaign, design, script, and montage.
- Provided training and coaching to aspiring youth in handling major, large-scale campaigns.
- Championed the benefits of thermal insulation in buildings, resulting in substantial reductions in energy consumption.

Key Projects/Campaigns:

- Planned, executed, and managed water consumption campaign in 2016, and electricity bill crisis campaign in 2018.
- Supervised various campaigns in 2019, including the "Know Your Rights" campaign by the Electricity & Co-generation Regulatory Authority, the "Fixed Bill" campaign by the Saudi Electricity Company, and the "Save Twice" campaign by the High-Efficiency Air-conditioning Initiative, achieving significant outreach and positive public response.
- Oversaw TV, radio, and billboard campaigns, while dealing with digital platforms such as social media, websites, and mobile applications, ensuring consistent and impactful messaging across all channels.

King Saud University, Saudi Arabia

2010 – Present

Assistant Professor of Communication**Faculty Member, College of Humanities and Social Sciences, Department of Media**

Prepare and deliver engaging lectures and monitor student projects in the fields of communication studies and media. Collaborate and work closely with colleagues on research projects and interdisciplinary studies to foster academic initiatives within the university. Advise and mentor students, offer academic guidance, and assist in research projects and career development. Arrange collaborative projects, internships, and guest lectures by building a network with local communities, industry professionals, and media organisations.

- Steered extensive research in communication, published papers in prestigious journals, and presented findings at national and international conferences.
- Developed and updated course materials and syllabi to align with industry trends and academic standards, ensuring students received relevant education.
- Chaired departmental meetings and committees as well as contributed to academic and administrative responsibilities within the department.

College of Technology, College of Telecommunication and Information, Saudi Arabia

1995 – 2010

Faculty Member

Leveraged key expertise and knowledge while preparing course materials, syllabi, and curriculum in line with academic standards and industry trends. Mentored students, offered academic guidance, and fostered a positive learning environment. Pursued continuous professional development, remained updated with industry advancements, and integrated knowledge into teaching and research.

- Counselling students on academic and career-related matters, facilitating course selection and professional development.
- Evaluated and assessed student performance, graded assignments and examinations, and shared constructive feedback to enhance learning outcomes.
- Conducted scholarly research, published papers in academic journals, and presented findings at conferences.

EDUCATION**Doctor of Philosophy – Ph.D., TV, and Audiences Study, Griffith University - Brisbane, Australia****Film and Television Training Programme, International Film College – Gold Coast, Australia****Masters of Arts & Media with Honours, Griffith University - Brisbane, Australia****Bachelor's Degree (B.Ed.), King Saud University - Riyadh, Saudi Arabia**

Authored and Published Research Papers in Esteemed Peer-Reviewed Journals

- The Relationships between the commercial TV Channel Broadcasters and their Audience: A Case Study of LBC Channel, Paper submitted in a conference in Shanghai, July 12-14, 2013.
- Twitter Credibility for Public University Male and Female Students in Riyadh: A Survey Study. (Co-author) Journal of College of Arts, Volume 27, Issue 1, pp. 361-384, King Saud University, Riyadh, 2015.
- The Role of Media in Conserving Energy in Gulf Countries, Paper submitted to the second GCC Petroleum Forum, March 2015.
- Keynote Speaker at Al Arabia Staff Workshop, Dubai, December 2016.
- The Direct Impact of Live Transmission on the Development of Channels' News Function: A Satellite Channels Communication Staff Perspective (A Qualitative Study). Journal of College of Arts, Volume 31, Issue 3, King Saud University, Riyadh, 2019.
- The Use of Social Media by Saudi Students: Public Universities in Riyadh. (Co-author) Arab Journal for Media and Communication, Issue 22, King Saud University, Riyadh, November 2019.
- Types of Using YouTube and the Impact of Advertisements on Users in Saudi Arabia. Arab Journal for Media and Communication, Issue 30, King Saud University, Riyadh, July-September 2020.