

MOHAMMED SHAEED SULAIMAN

PUBLIC RELATIONS OFFICER

+974 66222543 @ zaidmohammed543@gmail.com 27-03-1998 Work Visa with NOC
Qatar



EXPERIENCE

Public Relations Officer

Mandoop of Qatari Jamal Quwari 09/2022 - 07/2024 Qatar

- Developed and strengthened working relationships with key influencers across the organization and in the industry to support public relations and business objectives.
- Organized and managed corporate events, including press conferences and product launches, ensuring seamless execution.
- Collaborative leadership style across departments and functions.
- Developed and executed PR strategies that enhanced brand visibility.

Public Relations Officer

Safeguard Trading, Contracting and Services Company

05/2020 - 08/2022 Qatar

- Worked closely with senior management to develop and manage the company's crisis communication plan.
- Cultivated relationships with media professionals and secured consistent coverage across top-tier outlets.
- Led crisis communication efforts during sensitive company events, successfully mitigating negative press.
- General understanding of entertainment industry and celebrities, influencers

Public Relations Officer

Zad Trading Contracting Company 01/2019 - 04/2020 Qatar

- Provide consultation to address business area's public relations communication needs.
- Partner with aligned business area to ensure appropriate public relations.
- Research, write, and assist with press releases and other communication materials that are professional, effective, and accurate.

Coordinator

Al Jeel Supermarket 11/2015 - 12/2018 Qatar

- Oversaw daily store operations, including staff management, inventory control, and customer service, ensuring smooth and efficient store performance.
- Coordinated and scheduled shifts for employees, optimizing labor costs and ensuring adequate coverage during peak hours.
- Managed inventory levels, including ordering stock, monitoring product rotation, and reducing waste through effective inventory practices.
- Resolved customer issues and complaints, ensuring high levels of customer satisfaction and repeat business.

PROFESSIONAL SUMMARY

Dynamic and results-oriented **Public Relations Officer with 9+ years of experience** in managing public relations campaigns, media outreach, and corporate communications. Expert in building and maintaining strong relationships with media outlets, handling crisis communications, and enhancing brand reputation. Proven ability to craft compelling press releases, manage events, and work cross-functionally to meet business objectives.

SKILLS

Corporate Communication

Marketing Strategies

Behaviour Counselling

Licensed Driver

Media Relations & Outreach

Social Media Strategy

Administrative Skills

LANGUAGES

English

Arabic

Hindi

Malayalam

DRIVING LICENCE

Valid Qatar Licence

EDUCATION

Higher Secondary

SM Academy , Kanhangad