

Layan Aldossari

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Career objectives

Driven Public Relations and Advertising graduate with hands-on experience in event planning, crisis management, and strategic communication. Passionate about impactful media strategies and ready to contribute to dynamic communication teams.

Education

Bachelors degree in **Public Relations and Advertising, Communication and Media Technology Program**

Imam abdulrahman bin faisal university (IAU) **2021 - 2025**

GPA: 4.7 of 5.0 (Second Class Honors)

Skills

- Problem-solving and analytical thinking
 - Adaptability, fast learner, and productive
 - Event planning and coordination
 - Strategic thinking and crisis management
 - Communication, negotiation, and teamwork
 - Proficient in Microsoft Word and PowerPoint, with strong presentation and documentation skills
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Internship Experience

ETTIFAQ CLUB - PUBLIC RELATIONS DEPARTMENT *January- May 2025*

- Proposed and drafted plans for over 20 events and contributed to the execution of 5 out of 6 official events, ensuring alignment with objectives.
 - Participated in organizing and preparing 8 home matches, managing logistics to ensure smooth execution.
 - Coordinated with internal teams and external partners to support events and prepare for official agreement signings.
 - Prepared presentations and event reports, including proposals to improve the membership system.
 - Assisted in managing unexpected situations during events and supported effective responses.
 - Collaborated with the PR team to achieve shared goals efficiently.
 - Handled diverse tasks in a dynamic, fast-paced environment with strong problem-solving and flexibility.
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Accomplishments

- Awarded Certificates of Excellence for academic achievement
 - Organizing Committee Member: Supported the "Quality of Life and Vision 2030" student conference through planning and teamwork
 - Academic Visits:
 - Ministry of Health: Observed PR strategies in crisis communication and reputation building
 - Royal Commission for Jubail: Gained insights into guest reception protocols and development of Jubail Industrial City
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Certifications

- Certified Public Relations Specialist, General Authority of media regulation
 - Digital Marketing (Google via Injaz)
 - Cybersecurity, Administrative Empowerment, Technology in Learning, Total Quality Management, Digital Marketing (Quartets)
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Languages

- Arabic
- English