

CONTACT

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PROFESSIONAL SUMMARY

Public Relations professional with over 10 years of experience in media, PR and Organizational Communications.

SKILLS

- Public Relations & Strategic Communications
- Media Relations & Stakeholder Engagement
- Organizational Communication & Leadership
- Event & Campaign Management
- Crisis & Conflict Reporting
- Languages: Multilingual (Arabic, English, Urdu, Mahria)

CERTIFICATIONS

- Training Certificate from the U.S Department of States - 2019
- Certificate of Experience from the Arab States Broadcasting Union, Tunisia, 2019
- Certificate of Experience from the Ministry of Media, Yemen, 2017
- Certificate of Experience from Sky News Television, Dubai, 2016

SAMER ALSALAH

Public Relations Specialist

EDUCATION

- ❖ **Niagara College, Canada**
 - Graduate Certificate in Public Relations (SEPT.2025 _APRIL.2026)
- ❖ **University of Science, Yemen (2016 – 2021)**
 - Bachelor of Public Relations
- ❖ **Sana'a University, Yemen (2012-2014)**
 - Diploma in Journalism and Media

WORK EXPERIENCE

- ❖ **Director of Public Relations**
Yemeni T.V | 2021 – 2023
 - Led the PR department and oversaw communication strategies and external relations.
 - Directed PR campaigns to strengthen organizational image
- ❖ **Head of News**
Yemeni T.V | 2017-2020
 - Managed newsroom operations and coordinated political, social, and cultural coverage.
- ❖ **Political News Editor**
Sky News Arabic T.V | 2015-2017
 - Edited and reviewed political news content for broadcast and publications.
 - Drafted press releases, media notes, and communication materials.
- ❖ **Deputy Director of Public Relations**
Akhbar Al-Youm Newspaper | 2013-2015
 - Co-managed the PR team and contributed to departmental strategy.
 - Coordinated events, press releases, and media briefings.
 - Enhanced internal communication processes within the organization.
- ❖ **Journalist & Reporter**
Naba News- Yemen | 2012-2013
 - Researched, wrote, and published news articles, features, and reports.
 - Increased readership through impactful reporting.
- ❖ **International Media Contributions**
 - Covered the Yemen conflict as a correspondent for international TV outlets.

Tools & Software

WordPress (website management & content publishing)

Elementor (website design & page building)

Meltwater (media monitoring & earned media measurement)