

# Rami Mourad Salama

Dubai

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## Job Title ...

The importance of a public relations officer is to build strong working relationships with partners from news agencies and media platforms so that the company he represents is always present in the targeted arena The administrator carries out these activities based on a strategy he defines and manages a team of editors and writers who prepare the official press releases issued by the company

## Core Proficiencies ...

Power of observation and accuracy in dealing with details - Organizing time and setting priorities based on business needs  
Communicate with colleagues and superiors at work to manage tasks and deal with data in the optimal manner  
Ability to sit in the same position for long periods  
Honesty in handling data, especially when it deals with sensitive points of interest to national security

## Experience

Jan2024 Till Now

- Public Relations Officer .. Mizah for Business Services .. Dubai

Jan2022-Nov2023

- Public Relations Officer .. Waraqa wa Qalam for business services .. Dubai

Feb2021-Dec2022

- Public Relations Officer .. Estidama for Business Services .. Dubai

Apr2018-Nov2020

- Public Relations Officer .. Co-operation for petrol .. Egypt

Aug2015-Feb2018

- Public Relations Officer .. Al-Zahraa Co. for Transport & Trade of Petroleum Materials

### Job Description

- ✓ Finishing the Government Transactions in Immigration, Labour & Economic Departments
- ✓ Dealing with Amer, Tasheel & Department of Economy & Tourism in Dubai so I have good Communications with these Centers
- ✓ Contact and respond to inquiries from the media, individuals and other organizations.
- ✓ Research, write, and distribute press releases to targeted media outlets.
- ✓ Collecting and analyzing media coverage, writing and editing internal magazines and case studies.
- ✓ Preparing and preparing speeches, articles and annual reports.
- ✓ Processing, preparing and supervising the production of advertising brochures, flyers and direct mail leaflets.
- ✓ Supervising the production and presentation of promotional videos, photos, films and multimedia programs.
- ✓ Organizing events, press conferences, exhibitions and press tours.

## Personal skills ...

- ✓ Social intelligence communicates with various parties that benefit the brand's reputation and image in the appropriate manner and through the ideal channel.
- ✓ The ability to analyze competitors and the strategies they follow to organize and strengthen their public relations with representatives of the target community.
- ✓ Observing and paying attention to details related to press releases by choosing accurate words and avoiding ambiguous ones.
- ✓ Managing different teams and achieving fruitful cooperation between various departments to show the company in an honorable appearance in every important event and every influential event
- ✓ Proficiency in communication skills with different personalities.
- ✓ Good understanding of industries and ability to organize media campaigns.
- ✓ Possess leadership skills, competence, flexibility and a desire to learn.
- ✓ Ability to build positive relationships.

## Education & Credentials ...

- Faculty of mass communication - public relations and advertising department  
Cairo university

2009

## Certifications and Training ...

- Modern public relations course for managers
- Advertising management course
- Brand management course
- Communication through the media course
- Joint communications course
- Crisis management course, public opinion, and public relations

## Languages

Arabic .. Native

English : V.Good