



Personal Statement



I'm Effat Alsaraj, a talented multimedia storyteller and media & communications professional based in Jeddah, Saudi Arabia. With a Master's degree in Communication, Culture & Technology from Georgetown University, one of the top schools in the United States, and over 17 years of experience in corporate communications, multimedia storytelling, content creation, media relations, and PR, I bring a wealth of knowledge and expertise to my work.

I have honed my skills in social media management, branding, event management, TV and film production, executive communications, and stakeholder engagement, and I have a professional level of fluency in English. I've had the privilege of working at royal embassies, agencies, and press offices in the United States, United Kingdom and Saudi Arabia.

In addition to my work experience, I'm also an author, and some of my work has been published in Arab News. As a multimedia storyteller, I direct technical and creative teams to bring my vision to life, combining my technical education, creativity, and critical thinking skills to deliver results. I strive to add value to organizations by generating innovative digital communications programs, building relationships, and achieving business objectives.

Education



2014
Washington, DC

Georgetown University
Masters Degree, Communication, Culture & Technology

2014
Berkeley, CA

Berkeley University
Video Storytelling Certificate

2011
Miami, FL

University of Miami
Graphic Design Workshop

2004
Cambridge, MA

Harvard University
Flash and Multimedia Workshop

2003
Miami, FL

Florida International University
Bachelor's Degree, Bachelor of Arts. Liberal Studies & Computer Science

2002
New Haven, CT

Yale University
(Design Workshop), Web & Graphic Design

Work Experience



Senior Media Advisor British Consulate General

2020-2023

As a Senior Media Adviser at the British Consulate, I am responsible for ensuring that the organization is portrayed in a positive and professional manner. My core responsibilities include:

- Ensuring the confidentiality of sensitive information.
- Providing impartial and accurate information to the media.
- Responding promptly and efficiently to media inquiries.
- Adhering to established approval processes for media statements.
- Representing the Consulate with professionalism and positivity.
- Abiding by ethical standards and codes of conduct at all times.

By executing these duties with diligence and attention to detail, I am dedicated to preserving the reputation of the British Consulate and promoting its values in all media interactions.

A YouTube Creator



www.YouTube.com/EffatAlsaraj

Jan 2019 -Present

As a YouTube Creator, I bring a passion for creating and sharing my ideas, skills, and interests with a large audience. With a focus on entertaining, educating, and informing, I have built a successful channel with over 60,000 subscribers. My responsibilities include planning, filming, editing, and promoting high-quality videos that engage and grow my audience. Utilizing market research, data analysis, and promotional strategies, I continuously strive to increase my reach and strengthen my brand. My strong background in digital marketing and video production, combined with my creativity and organizational skills, make me a valuable asset to any team.

An Author



www.ArabNews.com/space-columns/Effat-Alsaraj

Freelance

As a freelance writer for Arab News, I had the privilege of sharing my thoughts and opinions with a broad and diverse readership. I developed my writing skills, gained valuable experience in the field of journalism, and made important connections with other professionals in the industry. I am proud to have been a part of such a respected publication and am excited to continue exploring the world of writing and storytelling in my future endeavors.

Inventor

2019

I have developed my invention, which has been granted a patent in the USA. Currently, I am focused on overseeing the mass production of the invention in order to prepare it for marketing.

Digital Media Consultant & Project Manager**Busy Bee Media****2018-2020**

I worked on a comedy cartoon TV show for two years that was created for an Emirates TV channel for Ramadan. Each season consisted of 15 episodes and followed the story of an Emirati family with a diverse cast of characters, including an Egyptian daughter-in-law, a Syrian teacher, an Indian driver, and a Bangladeshi nanny. The show, called Khosa Bosa, aimed to showcase the unique cultural mix that exists in Dubai and the Emirates, highlighting the harmonious coexistence of different nationalities and cultures. Through the use of humor, Khosa Bosa offered a lighthearted take on everyday life in the region, making it a popular choice for families during the festive season of Ramadan. In addition to creating the TV show, My role in the project involved finding solutions and developing strategies for a variety of the business needs related to the development of creative, innovative, and comprehensive digital content. I was responsible for taking care of the marketing requirements of the show through the implementation of innovative and attractive marketing strategies. I also had to choose and offer the best services available, including film and TV production, post-production, multimedia, advertising, animation, event management, mobile applications, and marketing management. My responsibilities required a broad skill set and a strong ability to coordinate and manage complex projects.

Multimedia Storyteller & Photojournalist**Saudi Press Agency, Washington D.C.****2016-2018**

My responsibilities included developing strategies for multimedia production, choosing the best media for telling different stories, developing story narratives, creating compelling social media content and community engagement amongst others.

PR and Communications**Royal Embassy of Saudi Arabia in Washington, DC****2013-2016**

As an employee at the Royal Embassy of Saudi Arabia in Washington, D.C., I played a vital role in facilitating the Media Department's outreach and embassy visitation program. This included responding to information requests, coordinating VIP and school visits to the embassy, and ensuring that all visitors received a warm welcome and a memorable experience. My responsibilities involved working closely with embassy officials to ensure that all visits were well-organized and ran smoothly. In this capacity, I was able to develop a deep understanding of the inner workings of an embassy and gain invaluable experience in diplomatic protocol and public relations.

Research Technology Assistance**Georgetown University****2011-2012**

As a research assistant, I collaborated with a professor to investigate and disseminate information to policymakers and businesses regarding children and digital media. Our shared goal was to promote the creation of high-quality digital environments for children. Specifically, I focused on studying the use of character branding in food advertisements aimed at children, and I worked on projects that highlighted the role of social media in child development and parasocial relationships. My responsibilities included conducting research, analyzing data, and contributing to publications and presentations. This work gave me valuable insights into the ways in which media can impact children's lives and the importance of creating safe and healthy digital spaces for young people.

Managing Director

Aban4Design

2008-2012

Designed and branded multiple products and new trademarks, supervised major advertising campaigns as well as produced new ones from scratch for a variety of products and services. Helped entrepreneurs launch new businesses by helping them develop innovative logo design concepts for packaging and advertising. My responsibilities also included taking advantage of the personalization the medium offers and provided a way for companies to create campaigns to connect directly with target consumers.


PR & Web/ Graphic Designer

The Royal Embassy of Saudi Arabia in London

2004-2008


In addition to organizing high profile meetings, I worked as the Embassy's web designer and supervisor. My responsibilities also included organizing public and private briefings as well as creating web based presentations.

Digital Art Portfolio

My digital art portfolio, available at  <https://wirestock.io/effat.alsaraj>, showcases my proficiency in creating a wide range of digital artwork, from illustrations and designs to digital paintings. I have extensive experience creating artwork for diverse mediums such as social media, print, and web design. My portfolio has been featured in several online art galleries and publications, attesting to the quality and impact of my work.

Snapchat Lenses Portfolio

As a creative individual with a passion for digital media, I have honed my skills in creating engaging content on social media platforms, including Snapchat. Specifically, I have a keen interest in developing Snapchat lenses that are both fun and visually appealing. Through my experimentation and exploration of the platform, I have gained expertise in designing lenses that resonate with audiences and effectively convey brand messaging. I am proud to have created a collection of Snapchat lenses that have become a trend on the platform, enjoyed by thousands of users and featured in various online publications. By leveraging my expertise in graphic design and digital media, I am confident in my ability to continue creating captivating Snapchat lenses that will delight and engage audiences while helping brands to achieve their marketing objectives.

Check out my collection of Snapchat lenses here  www.EffatAlsaraj.com/pages/snapchat

Accomplishments



I was one of the 3 jury members for the Saudi Art Treasures exhibition which took place at the Gaylord National Resort and Convention Center. We chose the best 20 Saudi artists and I displayed 3 of my interactive designs.

Helped plan and execute an advertising campaign for the second "Saudi Days" festival in Manchester (UK) along with the Media section at the Embassy. Demonstrated ability to set clear program goals and overall event plans with minimal direction.

I was among the top 15 Saudi Artists chosen to display our work at the Gaylord National Resort and Convention Center (Beauty made by the unseen exhibition 2013).

Certificate of appreciation from HRH Prince Turki Al-Faisal for outstanding work during the second "Saudi Days" festival in Manchester. As a result the number of attendees more than tripled from the previous festival. Also, as a result of my work on this event, we received a tremendous amount of appreciation and thank you letters.


Created and published "Bin AbdulAziz" application. A brief acknowledgement of late King Abdullah of Saudi Arabia. Available on the AppStore and GooglePlay.

Wrote and illustrated "Fun in the Sand," a book for children about the Saudi culture. A digital version is available on iBookStore, GoogleBooks, Kindle and Nook.

Designed and illustrated "Count to Ten," a book for children. A digital version is available on iBookStore, Kindle and Nook


Created 2 children games in OpenProcessing.

 <https://openprocessing.org/sketch/98971>

 <https://openprocessing.org/sketch/91695>



References

To showcase my abilities, I have included a YouTube link that provides a glimpse into my professional background.  <https://www.youtube.com/watch?v=H3X85rmn2Bk>