

## SUMMARY

Dur is an accomplished executive leader, advisor and a certified professional coach, with over a decade of experience specializing in communications, brand development, and arts and culture management. She has worked with a diverse range of creatives, cultural producers and artists throughout her career, contributing significantly to the growth of the cultural sector in Saudi Arabia. Recognized for her contributions with the Women Excellence Awards - Government Sector by Arabian Business in 2022, Dur has extensive experience in building and leading communication and creative teams in the public sector, she is also skilled at managing complex and nationwide project. As the first Deputy Minister for Communications and Media for the Ministry of Culture (MoC) appointed in 2019, Dur oversaw the development and execution of communication efforts for the Ministry and its 11 cultural commission. Dur has held advisory roles with various entities, she has also provided strategic advice to senior government officials and continues to serve on numerous arts and culture selection and advisory committees.

## WORK EXPERIENCE

### Communication and Culture Advisor

Independent • 2022 – Present

Senior Advisor with multiple entities

### Board member

Diriyah Biennale Foundation • 2019 – 2023

### Deputy Minister for Communications & Media

Ministry of Culture • 2018 - 2022

- Established communications and media deputyship overseeing 100+ employees, leading, and expanding the communications and media functions encompassed within the country's first established Ministry of Culture
- Oversaw the establishment and development of the first cultural media center in the Kingdom of Saudi Arabia
- Responsible for telling the story of Saudi culture to citizens across the country and around the world through robust communication strategies and engagement execution
- Led and managed the launch of the Kingdom's first ministry dedicated to culture including the communication and media campaigns of the launch
- Ongoing strategic communications advisory on key policy areas to senior officials and leadership within the ministry and across government
- Developed, oversaw and led implementation of holistic communications strategies across Ministry and 11 sector specific cultural commissions
- Led the development of the Ministry's nationwide public engagement strategy and the establishment of the National Cultural Awards Initiative
- Oversaw the development and activation of more than 70 public engagement programs and initiatives
- Led the launch campaign of the National Cultural Awards including the awarding ceremony
- Led the launch campaign of the Cultural Scholarship program and many other major cultural initiatives
- Oversaw all creative work for the Ministry of Culture including its brand development and the brand development of cultural commissions along with other national brands such the "G20 presidency" logo and the "Made in Saudi" brand
- Led on national communication projects such as the Saudi participation at the Dubai 2020 Expo as well as the development of all the cultural collateral for the country's G20 Summit Presidency
- Led the national cultural year of Saudi Coffee from ideation to full out execution
- Oversaw the concept development and communications of major art exhibitions both locally and internationally including Al Diriyah Contemporary Arts Biennale and the multiple participations of Saudi Arabia in Venice Biennale
- Member of multiple steering and executive committees for the Ministry of Culture and Cultural Commissions
- Awarded King Abdulaziz Medal of the Fourth Degree for significant contribution in the country's G20 Summit Presidency

### Executive Director for Communications & Public Relations

Ministry of Interior Transformation Program – Establishment Project • 2018

- Communication advisory to both ministry and program leadership
- Established communication function, providing strategic counsel on change management, role defining, resources, policies, and strategic vision
- Oversaw the study and research phase of communication practices as part of the data gathering phase to reshape the communication strategy of the Ministry and its ecosystem, part of the overall transformation program
- Built communications and change management strategy, part of overall transformation program strategy development

## Executive Director for Communications & Public Relations

National Center For Performance Measurement "Aadaa" • 2016 - 2018

- Communications advisory and counsel to senior leadership
- Led the establishment and creative process of the centers brand and its products including “Watanni App” and the “International Performance Hub Platform”
- Established communications department and led on the development of the function’s strategies
- Delivered launch strategy to His Royal Highness, Prince Mohammed bin Salman
- Led teams to deliver global communications campaigns, i.e., International Performance Hub at the 2018 WEF in Davos and developed robust public affairs program
- Development and managed nationwide projects i.e., “Citizen Experience”, facilitating Gallup surveys, citizen polling technologies

## Communication Program Manager

King Abdullah City For Atomic & Renewable Energy • 2016

- Led and managed K.A.CARE strategic communications and external participations i.e. International UN Convention for Climate Change Control, EXPO17
- Developed and supervised execution of K.A.CARE's content strategy (including Digital Media)
- Supported strategic advisory. Represented K.A.CARE at the Ministry of Energy, Industry and Mineral Resources in all communication matters including strategic development

## Graduate Educator (Teachers Assistant, TA)

Georgetown University, Washington, D.C • 2015 - 2016

- Graduate level communications courses educator
- Course syllabus contributor and advisor
- Developed in room engagement strategy go support student development and participation
- Created, engaged and led execution of various digital educator delivery platforms, i.e. WordPress, Slack

## Strategic Content Officer

King Abdullah City For Atomic & Renewable Energy • 2012 - 2016

- Oversaw, developed, managed all strategic content
- Planned K.A.CARE's participation in domestic and international events, developing bespoke messaging plans and content (Arabic and English)
- Managed the logistics, communication and branding of high profile events, i.e. Fourth Saudi Solar Energy Forum and Saudi Sustainable Energy Symposium

## Communication & Public Relations Supervisor

Mishkat Interactive Center For Atomic & Renewable Energy • 2011 - 2012

- Established, led, developed the communications and public relations department
- Developed Mishkat's brand identity, social engagement strategies and messaging for various audience needs
- Supervised design process of internal and external communications material

## EDUCATION & CERTIFICATIONS

### MA Arts and Cultural Enterprise

University of the Arts London • 2021 - 2023

### MA Communication, Culture & Technology

Georgetown University, Washigton DC • 2014 -2016

### BBA Management Information System

AlYamamah University, Riyadh • 2006 - 2011

### Certified Professional Coach (CPC)

Institute for Professional Excellence in Coaching • 2023

## MEMBERSHIPS & COMMITTEES

- Member of the Page Society • 2022 – Present (International)
- International Coaching Federation (ICF) Member • 2023 – Present
- Board Member of Diriyah Biennale Foundation • 2019 – 2023
- Young Saudi Artist Initiative • Selection Committee Member •2023
- Saudi Pavilion EXPO 2025 Japan Logo Development Bootcamp • Jury Member •2023
- AlBalad Residency Program • Selection Committee Member • 2022
- AlUla Design Award• Jury Member • 2021
- Made in Saudi Logo Competition • Selection Committee Member • 2021
- Saudi Arabia's G20 Presidency Logo Development Bootcamp • Selection Committee Member • 2020