

Raji Ali Babonji

• Riyadh, KSA • +966 550121012 • raji_ali_babniji@yahoo.com

COMMUNICATION HEAD / COMMUNICATION MANAGER /COMMUNICATION DIRECTOR

A skilled, reliable Director with 20+ years of overall experience in planning, developing, and implementing internal and external communication strategies. Proven skills in content creation including but not limited to marketing public relations programs, press releases, briefings, videos, executive presentations, and speeches. Adept at managing and directing corporate communication functions and departments like assigning team leaders, evaluating, editing, creating various marketing, technical and general documents, and attachments. Skilled in providing strategic counsel and contribute significantly to the decisions of management, partners, and other internal functions on best practices to capture opportunities and exceed business objectives. An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem-solving & organizational abilities. Possess a flexible & detail-oriented attitude, exploring challenging assignments with a professionally multinational organization.

Key Skills

- | | | |
|--------------------------------|-----------------------------------|--------------------------|
| ✦ Public Relations | ✦ Social Responsibility | ✦ Marketing & Promoting |
| ✦ External Communications | ✦ Content Creation | ✦ Translation & Editing |
| ✦ Internal Communications | ✦ Content Quality Inspection | ✦ Translation Management |
| ✦ Communication & PR Campaigns | ✦ Content Assessment & Compliance | ✦ Copywriting |
| ✦ Corporate Communication | ✦ Client Engagement | ✦ Localization |
| ✦ Strategic Counsel | ✦ Consultancy | ✦ Content Administration |

Professional Experience

Middle East Office – Translation\Communications Director, McKinsey & Company,

Aug 2022 – Till date

Key Responsibilities:

- Plan, develop, and implement communication strategies and plans to uphold McKinsey's reputation and position by engaging target decision-makers and policymakers.
- Plan, execute, and oversee internal and external communications programs that align with McKinsey's communications strategy and support the priorities and objectives of clients, partners, and employees.
- Lead internal and external communications campaigns and develop strategies.
- Build the roadmap of communication and implement numerous initiatives, and programs that advance the Firm's communication strategy, aiming to reach and engage key stakeholders through clearly defined messages to clients, decision-makers, policymakers, local communities, and employees across all communication channels.
- Provide strategic counsel and contribute significantly to the decisions of management, partners, and other internal functions on best practices to capture opportunities and exceed business objectives.
- Relationship management and building rapport with external organizations to better understand their concerns and needs by aligning mutual priorities and planning activities that enable them to act and improve their performance.
- Foresee issues and trends and develop comprehensive contingency strategies in collaboration with the partners, including ensuring a solid local issues management process and notification system when needed to Senior Managing Partners.
- Develop and execute strategic local initiatives that will address critical needs in society and grow McKinsey's external relationships, reputation, and business goals.
- Direct and oversee the development of consultancy and industry communication materials, including but not limited to marketing public relations programs, press releases, briefings, videos, executive presentations, and speeches.
- Develop and implement CSR initiatives aligned with McKinsey's values and business goals in support of the Firm's corporate social responsibility program.
- Assuring McKinsey is well-positioned and aligned with business goals and objectives by building and maintaining relationships with key stakeholders, including government officials, policymakers, and media.

Key Responsibilities:

- Installing, configuring, and updating the Computer Assisted Translation System (CAT) in the organization.
- Preparing, controlling, and updating the Translation Memory, Term Base, and Live Document in the Computer Assisted Translation System Across multiple systems.
- Manage day to day translation projects, teams and reviewing teams to meet management deadlines.
- Leading the Annual Report Translation, editing, reviewing, and printing according to capital market authority and governance in addition to translating the company financial statements and board of director reports.
- Assisted personnel in reviewing and editing various translation projects related to day-to-day functioning of the organization aimed at maintaining seamless translation projects.
- Responsible for overall quality and accuracy of all content and data published across all Petro Rabigh communications channels.
- Responsible for fact-checking data points on all communications – documents, social media, film content, speeches.
- Develop and maintain key documents used as reference points for communications activity.
- Source data and insights as needed for marketing and communications campaigns.
- Edit complex financial and economic data (Annual, Board, Independent Financial Report) into clear, accessible copy.
- Build relationships with key colleagues from different departments within Petro Rabigh to source or fact check relevant data or insight.
- Develop and implement CSR initiatives aligned with McKinsey's values and business goals in support of the Firm's corporate social responsibility program.
- Foresee issues and trends and develop comprehensive contingency strategies in collaboration with the communication Director, including ensuring a solid local issues management process and notification system when needed to the CEO.

Translation Specialist, IKEA,
Senior Translator, Royal Saudi Air Force Defense Institute,
Admin/ Technical Translator, RAWEC,
Admin/ Technical Translator, Saudi Electricity Company,

May 2015 – Dec 2018
Jun 2014 – Dec 2014
Sep 2012 – May 2014
Sep 2007 – Sep 2012

Education

- **Executive Master of Business Administration**, King Abdul Aziz University, **Mar 2019**
- **Bachelor of Art (English language)**, King Abdul-Aziz University, **Jan 2012**

Professional Development

TRAINING COURSES AND WORKSHOPS:

- Certified translator in the Kingdom of Saudi Arabia, July 2023 till July 2026.
- Certified Translation Workshop, Literature, Publishing and Translation Commission, June 2023
- Conflict Resolution Skills, LEORON, Riyadh, KSA, Aug 2017
- Berlitz English Program (Level 3, Berlitz, Jeddah, KSA, Dec 2016, Grade: 99%
- Berlitz English Program (Level 4), Berlitz, Jeddah, KSA, Jan 2017, Grade: 98%
- Berlitz English Program (Level 5), Berlitz, Jeddah, KSA, Feb 2017, Grade: 97%
- Berlitz English Program (Level 6), Berlitz, Jeddah, KSA, Mar 2017, Grade: 96%
- The Smile Effect - IKEA's Customer Experience, IKEA, Mar 2017
- English language proficiency test – Computer Test (equivalent to 519 score for TOEFL test), National Center for Assessment in Higher Education, Jan 2017
- Phrasal Verbs Translation course, ATIDA (Arabic Translation and Intercultural Dialogue Association), Aug 2015
- Professional Video Subtitling Course, ATIDA (Arabic Translation and Intercultural Dialogue Association), Jul 2015
- Intro into Legal Translation course, ATIDA (Arabic Translation and Intercultural Dialogue Association), Jul 2015
- Advanced Translation Course (Arabic – English), ATIDA (Arabic Translation and Intercultural Dialogue Association), Dec 2014
- English Language Course – Certificate, Computer and Internet club for Training & Technology, Jul 2013
- MS Word 2003 (1), King Abdulaziz University, Aug 2006
- Computer Applications (Beginner) course, E.M.C, Jeddah, KSA, Aug 2005
- How to be an efficient Proofreader, Proz.com
- Computer Course, Computer and Internet club for training and technology, Jul 2003
- Applications Development, The Ministry of Education- Saudi Computers Society & Microsoft Saudi Arabia, May 2002