

Sarah Ali Juma Al-Masmari

Fujairah, United Arab Emirates | +971 50 1509111 | sara996999@gmail.com | Emirati



OBJECTIVE

Motivated Public Relations professional with a Bachelor’s degree in Public Relations and a minor in International Relations from the United Arab Emirates University. Possesses eight months of hands-on experience in PR and media communication, with strong skills in public engagement, campaign development, and strategic communication. Seeking a position where I can apply my expertise to enhance brand reputation and support organizational communication goals.

EDUCATION

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| Bachelor of Arts in Public Relations - International Relations <i>United Arab Emirates University, UAE</i> | 2026 |
| High School Diploma <i>Madhab Girls' School for Secondary Education, UAE</i> | 2021 |

WORK EXPERIENCE

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| Public Relations Officer <i>Oil Marketing Company, Fujairah, UAE</i> | March 2025 – Dec 2025 |
| <ul style="list-style-type: none">Supported daily PR operations, media correspondence, and client communication.Assisted in organizing internal and external corporate events to enhance public image.Created and edited press releases and promotional materials for campaigns.Managed social media presence and contributed to digital content strategies. | |
| Intern <i>Fujairah Police General Headquarters, Fujairah, UAE</i> | Aug 2025 – Nov 2025 |
| <ul style="list-style-type: none">Assisted the Public Relations Department with communication and media coordination tasks.Supported event planning, internal announcements, and community outreach initiatives.Contributed to drafting press materials and managing public information requests. | |

PROJECTS

- Unlock the Talk – Focus Future Campaign, led a media campaign on public speaking for students, achieving strong engagement, later acquired by a corporate partner for AED 120,000, UAE University, 2024

LANGUAGES

- Arabic (Native)
- English (Fluent)

SKILLS

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| <ul style="list-style-type: none">Microsoft Office SuiteDigital Marketing & Media OutreachMarket Research & Audience AnalysisPublic RelationsEvent Management & CoordinationResearch Writing | <ul style="list-style-type: none">Public SpeakingSocial Media ManagementCorporate Branding & Reputation ManagementKPI Tracking & Performance EvaluationCommunication SkillsLeadership & Teamwork |
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