

Resume

Zeyad Alhedaithy

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PERSONAL INFORMATION

- Date of Birth: 1972
- Place of Birth: Riyadh, Saudi Arabia
- Social status: Married

ACADEMIC QUALIFICATION

- **Bachelor of Education**
King Saud University
Riyadh, Saudi Arabia, 1995
- **Master of Arts & Media with Honours**
Griffith University
Gold Coast, Australia, July 2008
- **Film & Television Training Program**
International Film College
1 year, September 2009
Gold Coast, Australia
- **Doctor of Philosophy**
TV and Audiences study
Griffith University

Gold Coast, Australia, December 2011

EMPLOYMENT HISTORY (GOVERNMENT)

- A full-time **media consultant** at the Ministry of Petroleum and Mineral Resources (The Ministry of Energy and Industry and Mineral Resources) , January 2013 till this current day.
- Awareness leader in Saudi Efficiency Program: lead the national energy campaigns:
 - Air Conditions Campaign, 6 weeks (2nd May, 2014) website
<http://taqa.sa/ac2014/>
 - Building insulation Campaign, 4 weeks (19th October, 2014) website
<http://taqa.sa/landing/>
 - Cars Campaign , 4 weeks (15th February, 2015) website
<http://taqa.sa/cars/>
 - Electrical Appliances Campaign, 4 weeks (17th May, 2015) website
<http://taqa.sa/washers/>
 - Tires Campaign, 4 weeks (11th February, 2016) website
<http://taqa.sa/tires>
 - Appliance and car fraud check app Campaign, 4 weeks (15th April, 2016) website
<http://taqa.sa/taakad>
 - Air Conditions Campaign, 6 weeks (29 May, 2016) website
<http://taqa.sa/ac2016/>

- Assistant Professor at King Saud University, College of Arts, Department of Mass Communication, November 2010 till this current day, Riyadh, Saudi Arabia.
- Lecturer at College of Telecom and Information, November 2005 until April 2010, Riyadh, Saudi Arabia.
- Lecturer at Technical College, April 1995 until October 2005, Riyadh, Saudi Arabia.

EMPLOYMENT HISTORY (COMPANIES)

- Executive manager, Media services & TV production, August 2003 until August 2005.
- Executive manager, Awanat Advertising Agency, March 2000 until July 2003.
- Deputy Director of the Sultan bin Abdulaziz Foundation, 2002.
- Director of "Sultan Alkeer" charity project "distribution of gift prince Sultan bin Abdulaziz in Ramadan 1999. 3

SKILLS SUMMARY

- Media campaign management
- Training and teaching.
- Social media management & campaigns (Twitter, YouTube, Facebook, Instagram)
- Manage working groups.
- Dealing with different editing programs such as (Avid, Premier Pro2, iMovie and Final Cut).
- Filming.
- Production of short films.
- Assistant producer in the documentary film.
- Scripting short films.
- Develop public relations departments in the government and private sectors.
- Academic research.

- Dealing with different research programs (endnote, Nvivo, and web databases)

PUBLICATIONS

- Alhedaithy, Z. (2013). The Relationships Between the Commercial TV Channel Broadcasters and Their Audiences: A Case Study of LBC Channel. Shanghai Conference
- Alghamdy, S. & Alhedaithy, Z. (2014). Twitter credibility among Saudi student at the government's universities in Riyadh city. College of Arts Journal. King Saud University.
- Alhedaithy, Z. & Alghamdy, S. (2015). Social Media Usage Among Saudi Students: A Case Study Of Government Universities in Riyadh. College of Arts Journal. King Saud University. (under publishing)
- Alhedaithy, Z. (2015). The Media's Role in Energy Conservation. GCC Petroleum Media Forum. Riyadh: Saudi Arabia.