

Mohamed Jassim Shareeda

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Professional Summary

Dynamic and results-driven media and motorsports professional with over 20 years of experience spanning public relations, event management, broadcasting, and technical operations. Proven track record in leading high-profile projects at the Bahrain International Circuit and Bahrain Radio & Television Corporation, with expertise in communications, team leadership, and public engagement. Recognized for innovation, adaptability, and fostering impactful connections between organizations and audiences.

Core Skills

- Strategic Communications & Public Relations
- Event Management & Motorsport Operations
- Media Production & Broadcasting
- Public Speaking & Presentation
- Team Leadership & Stakeholder Engagement

Professional Experience

Bahrain International Circuit

- Assistant Manager – 4x4 (May 2015 – Present)
 - Oversee planning and execution of 4x4 experiences and events at BIC.
 - Manage staff, logistics, and client relations to deliver safe and memorable experiences.
 - Strengthen BIC's reputation as a premier motorsport's destination.
- National Press Officer – Media & PR (Feb 2011 – May 2015)
 - Acted as main liaison between BIC and national media outlets.
 - Coordinated press coverage for Formula 1 and international events.
 - Drove social media strategies that enhanced BIC's visibility.

Ministry of Information Affairs

- Media & PR Specialist (May 2009 – Feb 2011)
 - Handled PR campaigns and media relations for national broadcasting projects.
 - Developed communication strategies to engage local communities.
- TV Shows Presenter & Producer (Jun 2008 – May 2009)
 - Produced youth-focused TV shows, including the award-winning "Shabab Kool."
- Sports Coordinator / Earth Station Specialist (Feb 2004 – Apr 2008)

- Coordinated sports programming and managed satellite communications.

Bahrain Royal Naval Force

- Electronics Technical (Feb 1998 – Mar 2004)
 - Specialized in radar and marine technologies.

Education

- Master's student in Communication & Media Technology (Expected Graduation in 202y) — Gulf University, Bahrain (2026)
- Bachelor's Degree in Communication & Media Technology (Public Relations, GPA: 3.96) — Gulf University, Bahrain (2025)
- Commercial Studies (84.6%) — Sh. Isa bin Isa AlKhalifa School (2022)
- Specialist in Radar Technologies (Graduated with Honors) — Naval Technical Training Center (NTTC, Corry Station, Pensacola, FL), USA (2002)
- Specialized English — Defense Language Institute (DLI, San Antonio, TX), USA (2002)
- Diploma in Marine Technologies — Bahrain Training Institute (1998–2002)

Certificates & Achievements

- Founder, Redondo Media (2017-2022)
- Vice President, Bahrain Mixed Martial Arts Federation (2019–2022)
- International Protocol Manager, Protocol School of Washington (2014)
- Co-Founder, EnduranceBH.com (2013)
- Founder, WeTechYou.com (2012)
- Winner, Bahrain Best Male eMarketeer (2011)
- Numerous awards in youth engagement, broadcasting, and social media innovation

Languages

- Arabic – Native
- English – Fluent

References:

- Upon Request