

Hello, I'm Samia Al-Johani.

Get in touch.

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Riyadh, Saudi Arabia

Experience

Executive Assistant to the General Manager

2025 – Sep 2026 / Hilton York / York

4-star hotel in York, UK. Features 131 hotel rooms and two restaurants.

Oct 2021 – Dec 2022 / Hilton Riyadh Hotel & Residences / Riyadh

5-star mixed-use hotel & serviced apartments linked to Granada Mall & metro. Features 645 hotel rooms, 221 residences, and four restaurants.

- Coordinated cross-departmental workflows between Operations, Commercial, HR, and Finance to ensure smooth daily readiness and alignment with the GM's priorities.
- Supported operational planning for large-scale hotel functions, VIP visits, and corporate events, ensuring all departments met readiness requirements.
- Prepared reports, briefs, and presentations for senior leadership, highlighting risks, gaps, and areas for operational improvement.
- Oversaw internal communication and documentation, ensuring teams received clear guidance on new procedures, initiatives, and standards.
- Monitored key operational metrics (guest experience, SALT scores, service flow) to identify improvement opportunities.
- Drove Hilton's “Travel with Purpose” and Blue Energy initiatives, coordinating teams, tracking progress, and ensuring program readiness and execution.
- Managed the GM's office operations with full confidentiality, accuracy, and prioritization across multiple simultaneous projects.

Freelance Content Creator & Marketer

2022 – 2024 / Add Enterprise / Riyadh

Led marketing and content for cultural festivals & conferences with the Saudi Ministry of Culture, supporting Vision 2030 goals and digital engagement.

- Directed content strategy for six major events, boosting audience reach
- Created multi-platform content in Arabic and Gulf dialects, enhancing UX
- Used data insights to optimize campaigns and improve event attendance

Education

International Hospitality Management
Leeds Beckett University
Master's Degree
Imdad scholarship
2023 - 2025

Bachelor of Laws
King Saud University
Bachelor's Degree
2015 - 2020

Certifications

Hospitality Experience Program
Les Roches Crans Montana
Sep 2022

Cross Training
(Food & Beverage)
Hilton, Apr 2022

Cross Training
(Finance)
Hilton, May 2022

Cross Training
(Human Resources)
Hilton, Jun 2022

Cross Training
(Commercial)
Hilton, Jul 2022

Languages

English
Arabic

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Experience continued...

Academic Projects

2023 – 2024 / MSc Thesis: Impact of War on Hospitality / Leeds Beckett University

In-depth research on how war and conflict affect hospitality sectors globally, focusing on economic, operational, and social challenges faced by businesses.

- Examined economic, operational, and social impacts of conflict zones
- Proposed crisis management strategies including dark tourism focus
- Delivered a comprehensive report with actionable industry insights
- Supervised by Kevan Burke, ensuring academic rigour and relevance

2023 – 2024 / Hospitality Operations Management Business Report / Leeds Beckett University

- Conducted a report to identify operational issues and solve them for a hotel
- Proposed an action plan to establish initial stability and enhance performance
- Applied the EFQM Excellence Model to develop a fast-supported plan to improve service and revenue
- Winning report for the module

Front of House Team

2023 – 2024 / Bibis Italianissimo / Leeds

Family-run Italian restaurant and cocktail lounge since 1974, known for Art Deco style, live entertainment, private dining, and events for 250+ guests.

- Coordinated guest flow, reservations, and VIP arrangements to ensure smooth operations during high-capacity events.
- Supported setup and execution of private and corporate events, maintaining operational readiness for all service areas.
- Monitored operational challenges in real time and implemented quick solutions to ensure uninterrupted service.

Legal Trainee

2018 / Abdullah Alfallaj Law Firm / Riyadh

Skills

Stakeholder Coordination
Executive Support & Confidentiality
VIP & Event Readiness
Reporting & Presentations
Arabic & English Content
Cultural Diplomacy
Crisis & Conflict Research
Hospitality Policy
Microsoft Office
Adobe Creative Suite
Project Management Tools

Interests

Traveling & cultures
Culinary arts & food
Event planning
Volunteering
Copywriting