

Eman Juma Al-Khudair

Professional Marketing Specialist | Client Relations | Sales Support

📍 Al Khobar, Saudi Arabia | 📞 +966563209750 | ✉️ eman.kh978@gmail.com | [🌐 LinkedIn](#) | 🇸🇦 Saudi Nationality

Objective

Highly motivated Customer Service and Marketing Support Professional with nearly 5 years of experience in delivering exceptional customer experiences, managing client inquiries, and supporting marketing initiatives. Skilled in promoting products and services, building strong customer relationships, and handling sales transactions with accuracy. Recognized for strong communication, multitasking, and problem-solving abilities, with a proven track record of enhancing client satisfaction and supporting business growth.

Education

King Abdulaziz University, Saudi Aribia

Degree: Diploma Degree

Major: Marketing

Graduated: 2024

Experience

Starbucks – Khobar, Saudi Arabia

Professional Marketing Specialist |

- Plan, coordinate, and manage multi-channel marketing campaigns including digital marketing, social media, email marketing, SEO/SEM, content marketing, and traditional media.
- Collaborate with internal teams including sales, product development, design, and customer service to ensure cohesive marketing efforts and maximize impact.
- Develop and execute comprehensive marketing strategies to support overall business goals, ensuring alignment with brand vision and target audiences.
- Create high-quality content and copywriting for websites, blogs, social media, email campaigns, brochures, advertisements, and other marketing materials.
- Monitor, analyze, and report on campaign performance metrics using analytics tools, providing actionable insights for optimization and increased ROI.
- Develop and maintain brand guidelines to ensure consistent messaging and visual identity across all platforms and campaigns.
- Conduct in-depth market research and competitor analysis to identify emerging trends, customer needs, and business opportunities.
- Manage marketing budgets, timelines, and resources to ensure campaigns are executed efficiently and cost-effectively.
- Develop customer engagement and retention strategies to enhance loyalty, improve satisfaction, and drive repeat business.
- Stay updated with industry trends, digital tools, and marketing innovations to maintain a competitive edge and implement best practices.
- Train or mentor junior marketing team members on campaigns, tools, and best practices to build departmental expertise.
- Organize and manage events, webinars, and promotions to strengthen brand presence and foster client relationships.
- Identify new marketing channels and opportunities to expand brand reach and increase market share.
- Evaluate and optimize marketing processes for efficiency, effectiveness, and scalability.

Professional Licenses & Certificates

- Food Safety
- Excel Program
- Diploma in Marketing
- SERV Safe Food Protection
- Strategic Marketing Planning
- Market Research & Analysis
- Content Creation & Copywriting
- Campaign Performance Measurement
- Computer Science (Forum Institute)
- Allergen Management Certification
- Advanced Food Safety & Quality Management
- Digital Marketing & Social Media Management
- Barista Training Starbucks Academy – Saudi Arabia

Core Competencies

- **Customer Service Excellence** – Delivering high-quality service, handling inquiries, and resolving complaints.
- **Marketing & Promotions Support** – Assisting in campaigns, product launches, and in-store promotions.
- **Sales Growth & Upselling** – Driving revenue through cross-selling and personalized recommendations.
- **Communication & Interpersonal Skills** – Building strong relationships with customers and colleagues.
- **Problem-Solving & Conflict Resolution** – Managing challenging situations with professionalism and empathy.
- **Team Collaboration** – Working effectively with diverse teams to achieve service and marketing objectives.
- **POS & Transaction Management** – Skilled in payment handling, billing, and refunds with accuracy.
- **Time Management & Multitasking** – Thriving under pressure in fast-paced environments.

Practical Skills

- **Proficient in Microsoft Office (Word, Excel, PowerPoint)**
 - Familiar with email platforms (Gmail, Outlook)
 - Skilled in preparing performance reports using Excel and Google Sheets
- **Customer Engagement**
 - Greeting, assisting, and building positive relationships with clients to ensure satisfaction and loyalty.
 - Promoting products, upselling services, and assisting in marketing campaigns to increase revenue.
- **Sales & Marketing Support**
 - Clear, professional interaction with customers and colleagues, both in Arabic and English.
 - Handling customer complaints, resolving issues efficiently, and ensuring smooth operations.
- **Teamwork & Collaboration**
 - Coordinating with internal teams to achieve service and marketing objectives.
 - Multitasking effectively in high-pressure, fast-paced environments.

Skills & abilities

- **Strategic Marketing Planning**
 - Develop data-driven marketing strategies aligned with business goals
 - Execute campaigns that increase brand visibility and market share
- **Digital Marketing & Social Media Management**
 - Manage paid and organic campaigns across multiple platforms
 - Grow online engagement and optimize digital presence
- **Market Research & Competitor Analysis**
 - Identify market trends, customer behaviors, and growth opportunities
 - Benchmark against competitors to refine marketing strategies
- **Content Creation & Copywriting**
 - Produce compelling content for websites, blogs, and social media
 - Craft persuasive messaging to drive customer action and loyalty
- **Campaign Performance Measurement**
 - Track KPIs using analytics tools and dashboards
 - Optimize campaigns for higher ROI and conversion rates
- **Brand Development & Positioning**
 - Maintain consistent brand identity across all channels
 - Build strategies that strengthen recognition and trust

Languages

- Arabic: Native
- English: Good