

OLA IQBAL

Al Khober, Saudi Arabia | +966565462417 | ola.iqbal@hotmail.com

PROFESSIONAL SUMMARY

Goal-oriented Manager with 8 years of experience dedicated to continuous improvement and driving positive business impact. Talented problem-solver and leader with high-level business and financial acumen. Motivates teams to reach performance goals and business objectives.

SKILLS

- **Technical Skills**
SEO | SEM | PPC | Email Marketing | Website Analytics
Google Analytics | Google Ads | Meta Ads
- EMIS/Foodics/Oracle/SAP Arabia/ZenHR systems
 - Notion /Monday work platform
 - Market Research
 - Retail marketing

EXPERIENCE

- Digital Marketing Executive**
AMIT Marine LTD.

November 2025-Ongoing

 - Planned and executed digital marketing campaigns
 - Managed social media platforms and online content
 - Analyzed performance metrics and optimized campaigns
 - Managed paid advertising (Google Ads & social media)
 - Increased brand awareness and improved engagement
- Sales Specialist**
Abed Al-Mishal Trading Group.

August 2025-October2025

 - Built and maintained strong client relationships, enhancing client satisfaction and loyalty.
 - Managed the complete sales process, from lead generation and prospecting to deal closure
 - Prepared, presented and followed up on quotations and proposals to secure new business
 - Consistently exceeded monthly and quarterly sales targets
 - Leveraged CRM tools to track client interactions and maintain accurate sales records
 - Managed and optimized the company's e-commerce store, ensuring smooth operations and up to date product listings
- Sales & Marketing Executive**
Ramz United L.L.C.

April 2025-July 2025

 - Identify and approach potential clients to generate new business opportunities
 - Build and maintain strong, long-term customer relationships
 - Develop and implement sales and marketing strategies to achieve company targets
 - Create and manage content for marketing campaigns, including social media and email marketing
- Sales Coordinator**
Crown Plaza IHG. | Al Jubail industrial City

December 2024-February 2025

 - Assist the sales team in daily administrative tasks and sales operations

- Prepare sales quotations, proposals, and contracts.
- Coordinate group bookings, meetings, and events with relevant departments
- Created and maintained accurate and up-to-date CRM records
- Collaborate with front office, banquet, and catering teams to ensure smooth execution of client requirements
- Ensure customer satisfaction through proactive support and excellent customer service

Brand Manager

August 2024-October 2024

Homegrown. | Jeddah

- Managed store space allocation, maintaining full occupancy with fashion brands and prioritizing rental and annual agreements to maximize revenue.
- Selected and optimized product and brand mix to match customer preferences and market trends, boosting sales performance.
- Monitored and drove brand performance, ensuring strong sales and heightened brand awareness through targeted strategies and promotional activities

Operations Supervisor

August 2023 - November 2023

Le Concheur. | Jeddah

- Lead, motivated, and supported large teams within a time-sensitive and demanding environment, including career development for direct reports and problem resolution
- Manage data collection for the updating of metrics to achieve productivity targets, reduce cost per unit, eliminate errors, and deliver excellent customer service
- Manage work closely with legal and safety departments to ensure that activities remain compliant
- Manage oversee materials and inventory.

Marketing Specialist

February 2023 - July 2023

International construction & manufacturing-Under SABIC. | Al Jubail

- Daily checking of Saudi Tenders for any new prospects as per the ICMS policies
- Business plan preparation for Product handling
- Coordinating with other businesses to gain a clearer understanding of the business area and operation region
- Arranging with other agencies to attend conferences and exhibitions inside and outside of the Kingdom
- Arranging meetings with clients and following up with stakeholders.

Brand Coordinator

July 2020 - April 2022

Shababuna Creative Hub Est. | Jeddah

- Evaluated and managed third-party partner channels and vendors and monitored advertising exposure
- Successfully completed tasks within tight deadlines
- Processed invoices and payment run with complete accuracy
- Received and processed stock using inventory management system
- Coached, trained new team members, and managed trainees
- Managed brands' expansion to new locations including the design & acquisition of material for visual merchandising purpose
- Managed display campaign performances across various platforms and identified opportunities to optimize returns on investments.

Account Manager

December 2017 - June 2020

Juice Master JED brunch | Jeddah

- Promoted to office Manager within 1 year
- Reduced costs and improved operations by analyzing processes and customer feedback
- Delivered training and appraisals to build staff performance and recruited staff for new stores

- Supervised teams of 10+, to meet weekly sales goals
- Built a loyal customer base by delivering excellent services and ensuring the availability of in-demand products
- Managed Digital Marketing and assisted in the marketing activities of the department
- Also developed and tested campaigns by laid down plans
- Develop and arranged promotional material
- Managed the opening of new franchises.

EDUCATION

Bachelor of Psychology: Arts and Humanities
Kind Abdelaziz University - Jeddah

November 2015

Diploma of English: English language
Wall Street Institute - Jeddah

December 2014

Nanodegree Program: Digital Marketing
Udacity- Online Course

LANGUAGE

English

Advanced (C1)

Arabic

Proficient (C2)

Urdu

Intermediate (B1)