

Noor Ali Wahdan

+966551917900 | nnoorwahdan@gmail.com | <https://www.linkedin.com/in/noor-wahdan-07508725>

EDUCATION

Bachelor's Degree in Business Studies (Marketing), Arab Open University, Dammam – Saudi Arabia

09/2019 – 02/2023

GPA: 3.82 OUT OF 4 (First-class honors).

- **Key modules:** Principles of Marketing, Consumer Behavior, Marketing Research, Strategic Marketing, Brand management, Integrated Marketing Communication.

WORK EXPERIENCE

Marketing Specialist, Kingdom Resource Company, Khobar – Saudi Arabia

01/2025 – Present

- Coordinated and managed influencer advertising campaigns across branches throughout the Kingdom.
- Conducted market research and competitive analysis to support strategic planning.
- Managed events and global awareness days, ensuring strong brand engagement.
- Led digital promotion initiatives and executed targeted ad campaigns on Snapchat and TikTok.
- Built and managed strategic partnerships and collaborations to enhance brand exposure and marketing reach.
- Organized and supervised photo sessions, including coordination with photographers, models, and creative teams.

Marketing Specialist, Sail Agency, Khobar – Saudi Arabia

08/2023 – 12/2024

- Developed marketing strategies aligned with overall business objectives.
- Created monthly marketing plans to support company growth and brand positioning.
- Managed multiple social media channels to enhance online presence and engagement.
- Led projects such as soft openings, grand openings, and brand events.
- Created and launched an online store using ZID platform, including product setup, branding, and full store configuration
- Organized and supervised photo sessions, including coordination with creative teams.
- Generated innovative marketing and promotional ideas tailored to target audiences.
- Wrote content for websites, product descriptions, and social media platforms.
- Coordinated with printing houses
- Maintained strong client relationships to ensure satisfaction and long-term collaboration.

Marketing Specialist Intern, Shgardi, Khobar – Saudi Arabia

06/2023 – 08/2023

- Managed social media platforms, ensuring consistent branding and audience engagement.
- Created engaging and relevant content tailored to target audiences.
- Managed the Shgardi application, including order handling, menu updates, and coordination with the operations team.

Sales Specialist Intern, Villa Style, Khobar – Saudi Arabia

04/2023 – 05/2023

- Worked on the SAP Ariba system, which is specialized in managing expenditures, and worked on providing price offers for Aramco and its subsidiaries.
- Worked on a sales system Smacc (issuing purchase invoices and return invoices).
- Worked on the Makani website, accepting online orders, executing them, delivering them to the shipping company, and making sure that they reach the customer, in addition to making some modifications to the website, for example, putting a discount on some of the showroom pieces on the website.
- Attended meetings with Aramco Education on their platform
- Worked on stocktaking inventory

Marketing Specialist Intern, Outofbox Marketing Solution, Khobar– Saudi Arabia

09/2022 – 11/2022

- Created professional marketing content for various brands, including Saudi Dates, Maintenance Manager, and Saudi Water Academy.
- Managed social media accounts (Instagram, TikTok) in alignment with brand identity and marketing goals
- Assisted in developing and writing marketing plans.
- Coordinated full-scale photo shoots: location scouting, team management, model and photographer coordination, and collaboration with art directors and makeup artists.

EXTRACURRICULAR ACTIVITIES

Content Creator, Telepathy Podcast, KFUPM, Khobar – Saudi Arabia

01/2023 – 09/2023

- Wrote engaging and creative content for episodes and promotional intros, including selecting teaser titles and compelling headlines to capture audience interest.

CERTIFICATIONS

The Fundamentals of Digital Marketing, Google, Saudi Arabia
certificate for English, British Council, Khobar – Saudi Arabia
Innovation Pioneers Program, Bank Aljazira, Khobar – Saudi Arabia
Mastering AI, ES Learning – Saudi Arabia

Volunteering

NEOM, RAD, Saudi Arabia
Summer camp, Ithra, Khobar – Saudi Arabia

SKILLS

Strategic Marketing Planning, Brand Collaboration & Partnerships, Content Writing & Copywriting, Brand Collaboration & Partnerships Social Media Management (Instagram, TikTok, Snapchat), Event & Activation Management, Client Relationship Management Influencer Marketing & Campaign Coordination, Market & Competitor Research
Soft Skills: Problem-solving, teamwork, communication, adaptability, Creative thinking.

LANGUAGES

English: Proficient, **Arabic:** Native

