

CONTACT

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SKILLS

- Marketing Strategy
- Sales Driven Marketing
- Social Media Management
- Content Creation
- Bilingual Communication
- Project Management
- Public Speaking
- Customer Relationship Management

LANGUAGES

- Arabic: Native
- English Fluent



PROFESSIONAL SUMMARY

Marketing specialist with hands on experience across multicultural environments, which has significantly enhanced the ability to analyze markets and understand consumer behavior within diverse cultural contexts. This exposure has enabled the development of precise marketing insights and the adaptation of strategies to meet audience needs and expectations in various settings. Skilled in managing digital campaigns, social media platforms, influencer marketing, and event planning, all aligned with brand identity and business objectives. Possesses strong analytical and communication skills, ensures consistency in brand messaging across marketing channels.



WORK EXPERIENCE

- Marketing Specialist (Full Time)** 1/5/2025 - 30/7/2025

Afaaq Company for Exhibition and Conference Organization, Dammam, Saudi Arabia.

 - Designed and implemented strategic marketing plans for exhibitions, aligned with the company strategies and audience behavior.
 - Marketing plans for B2B sales operations.
 - Created innovative content for the company's website and portfolio to strengthen visual identity.
 - Applied SEO and SEM strategies to enhance the website's visibility.
 - Managed public relations and sponsorship initiatives, building strategic partnerships and reinforcing the company's brand image.
 - Conducted competitive analysis in the exhibitions and conferences sector, both locally and internationally, to support strategic decision-making and enhance the company's positioning in the target market.
- Project's Consultant (Contract)** MAR 2023 – APR 2023

Darkfield, London, UK (Event-Based in Jeddah, Saudi Arabia).

 - Consultant for FLIGHT, an immersive audio experience by Darkfield that explores the Many-Worlds Interpretation of quantum mechanics. The performance takes place in complete darkness inside a 40ft shipping container designed to replicate an Airbus 320 economy cabin, guiding audience members through two distinct realities over 30 minutes. (www.darkfield.org/flight).
 - Developed a culturally sensitive promotional strategy reflects the values and preferences of the Saudi Arabian audience.
 - Provided linguistic and cultural consultation to ensure effective communication in both Arabic and English, supporting project goals and enhancing execution quality.
- Marketing Executive (Full Time)** Jul 2020 – Aug 2021

LuLu Group International – Khobar, Saudi Arabia.

 - Managed LuLu Market's social media accounts across platforms such as Snapchat, Instagram, TikTok, Facebook, and X.
 - Planned and supervised the execution of marketing and entertainment events.
 - Executed influencer marketing by coordinating with social media influencers to promote campaigns.
 - Developed innovative marketing strategies for future campaigns aligned with the company's objectives.
 - Conducted market research to identify target and potential customers.
 - Analyzed competitors' marketing activities and provided strategic recommendations to enhance performance.
 - Monitored customer needs through market analysis and used data to design promotional offers that boost sales.
 - Increased sales rates by developing and implementing innovative and seasonal marketing campaigns targeting potential customers.
 - Coordinated with internal departments to ensure brand messaging consistency across all channels.
 - Prepared reports to measure the performance and outcomes of marketing campaigns.
 - Supervised the design of promotional and visual materials in collaboration with the design team.
 - Improved in-store customer experience through marketing initiatives and on-site observations.
 - Trained and guided new marketing team members on department policies and strategic goals.



EDUCATION

- BA (Hons): Performance Arts, Theatre Practice** July 2024

Royal Central School of Speech and Drama | University of London
- Bachelor of Marketing** December 2019

School of Business | University of South Australia



PROJECTS

Art Exhibition Curator (Event-Based)

July 2023

A Brief Pause – Festival Project Siobhan Davies Studios, London, UK.

- Organized an art exhibition as part of the "A Brief Pause" festival of Royal Central School of Speech and Drama, responsible for developing the creative concept and coordinating the participation of artists.
- Provided partial oversight of financial planning and handled legal matters related to the exhibition.
- Coordinated the risk assessments to ensure a cohesive and engaging artistic experience for the audience.
- Coordinated with artists to promote the exhibition, increasing reach and boosting ticket sales.
- Directly supervised digital marketing on social media platforms such as Instagram and X to promote the art exhibition.

Social Media Anchor (Event-Based)

2020–2021

LuLu Group International – Saudi Arabia.

- Worked as the on-camera anchor and presenter for major promotional events, including Super Fest 2020, Super Fest 2021, and the Mini Cooper Raffle Draw (2021).
- Delivered live and recorded segments across social media platforms, engaging diverse audiences and enhancing brand visibility, with over 235,433 views.
- Collaborated with internal departments to ensure the quality and success of the marketing events mentioned above.
- [Event 1](#)
- [Event 2](#)
- [Event 3](#)

Integrated Marketing (Graduation Project)

September 2018

University of South Australia — Adelaide, South Australia.

- Winner of the StratSim Marketing Competition. Developed and executed a simulated integrated marketing strategy, representing Industry 8, as a member of Team Best Motor Works.
- Delivered top-tier performance with a stock price of \$251 and net income of \$7.31B, reflecting strong strategic and financial decision-making.
- Led key aspects of marketing strategy, including market analysis, branding, product positioning, and competitive simulation.



VOLUNTEERING

Assistant English Teacher (Volunteer)

2018

English Language Centre, University of Adelaide – Adelaide, Australia.

- Provided support to the ESL (English as a Second Language) teaching team for international students.
- Organized off-campus activities to enhance English communication skills in interactive environments.
- Offered effective assistance in addressing language learning challenges faced by students.
- Provided additional support during classroom discussions to ensure students' understanding of core language concepts.
- Worked individually with students to identify and address their specific language difficulties, aiming to improve their English-speaking skills.

Receptionist (Volunteer)

2017 – 2018

South Australian Museum – Adelaide, Australia.

- Assisting visitors and responding to their inquiries at the reception desk in a busy public environment.
- Organizing visitor flow within the museum to ensure effective crowd management.
- Coordinating with museum management regarding events, exhibitions, and prizes offered to visitors.
- Providing information about exhibitions, cultural activities, and special events organized by the museum.
- Gathering visitor feedback through surveys or questionnaires to enhance service quality.
- Contributed to increasing ticket sales for exhibitions by promoting special events and exhibits to potential visitors.
- Collected visitor feedback and used it to enhance the visiting experience, contributing to increased ticket purchases for future exhibitions..