

Objective:

Develop marketing strategies to analyze the market and identify growth opportunities. Manage and organize successful promotional campaigns to enhance brand awareness and increase sales. Lead with a strategy to achieve excellence in marketing and achieve goals. Organize and supervise high-performance marketing teams to stimulate creativity and achieve results. Use data analysis to guide marketing decisions. Analyze the market and adjust strategies according to current trends in the market.

Education :

Bachelor's degree in financial management

Majmaah University

Professional Certifications:

- Certified Business Professional in Marketing
(CBP-Marketing) from the International Business
Training Association (IBTA).

Skills:

- Effective communication
- Email Marketing & CRM
- Graphic Design (Adobe Photoshop, Canva)
- Leadership & Team Management
- Multitasking & Problem-Solving
- Public Relations & Relationship Building
- Social Media Marketing & Digital Campaigns
- Time Management & Project Planning

Languages :

- **Arabic** :Native
- **English**: Intermediate

Experience:

Marketing and Public Relations Officer
Physiotherapy Center - January 2021 - December 2021

- Developed marketing strategies, increasing brand awareness by 25%.
- Managed social media, boosting interaction by 30% and collaborated with influencers for a 40% engagement increase.
- Led content creation and influencer campaigns, ensuring brand consistency.
- Measured monthly performance, analyzed results, and conducted competitor analysis.
- Managed customer satisfaction surveys and organized community partnerships, leading to a 20% increase in new patient registrations.
- Built long-term relationships with community leaders and healthcare partners.

Marketing & Business Development Officer
Food Production Company - January 2022 - September 2023

- Led marketing initiatives, increasing brand recognition by 35% through social media and exhibitions.
- Revamped telemarketing, increasing customer inquiries by 50%.
- Collaborated with sales teams to improve customer satisfaction by 20%.
- Implemented monthly performance reviews and conducted competitor analysis.
- Managed customer surveys, organized community outreach, and led exhibitions to promote products.

Marketing Specialist
Plastic Factory and Company - October 2023 - October 2024

- Developed marketing strategies to increase brand awareness and sales through social media and exhibitions.
- Led and promoted a collaborative work environment and identified target customer categories.
- Analyzed data and optimized marketing performance, designed content, and handled competitor analysis.
- Managed exhibition budgets and directed sales teams to follow up with customers.