

## MAHA TAHA ALKHAWTHANI

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### Summary

Results-driven marketing professional with over one year of experience in the non-profit sector. Successfully supported marketing efforts at Emaar Charity Association, contributing to increased community engagement and visibility. Demonstrates strong capabilities in strategic communication, digital outreach, and the development of impactful awareness campaigns.

### Experience

- **Emaar Charity**  
Marketing and Fundraising Specialist (June2023-June2024)
  - Developing and implementing marketing strategies and campaigns.
  - Conducting market research and analyzing trends and customer behavior.
  - Organizing and promoting events workshops, and community activities.
  - Monitoring and reporting on the effectiveness of marketing efforts.
  - Building communication and partnerships with private and government sectors.
  - Ensuring brand consistency across all communication channels.
- **Al Esnad Al Motakamel – King Salman Hospital, medina**  
Customer Satisfaction Specialist (Hajj 1446 + Hajj 1445)
  - Assisted in communication between pilgrims and medical staff to ensure smooth and efficient care.
  - Tracked and reported on patient satisfaction during the Hajj season.
  - Supported service improvement efforts by analyzing feedback and suggesting practical solutions.
- **Saudi Charity Association for Liver Patients (KABEDAK)**  
Administrative Organization Specialist: (March 2023 – June 2023)
- **Qismah Business Solutions Company**  
Marketing Specialist Summer Internship: (June 2022 – August 2022)

### Education

Bachelor's degree in business administration – Major in Marketing (2022)

### Professional skills

- Digital Marketing
- Customer Relationship Management (CRM)
- Marketing Strategy Development
- Data Analysis
- A/B Testing
- Marketing Content Writing

### Soft skills

- Creativity
- Communication Skills
- Teamwork
- Leadership

### Languages

- Arabic
- English