

Molham Hejazi



MARKETING SPECIALIST

CONTACT

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Riyadh, Saudi Arabia

January 1, 1983

Marital Status: Married

Nationality: Syrian

EXPERTISE

- Digital Marketing
- Campaign Management
- Market Analysis
- Public Relations
- Social Media Marketing
- Search Engine Optimization (SEO)
- Content Writing
- Negotiation and Persuasion
- Strategic Planning
- Problem-Solving
- Teamwork
- Effective Communication

TECHNICAL SKILLS

- Data Analysis
- Project Management
- Graphic Design (Photoshop)
- Microsoft Office (Word, Excel, PowerPoint)

SUMMARY

Marketing specialist with over 10 years of experience in marketing, advertising, and promotions. Highly skilled in executing effective campaigns and finding creative solutions to business challenges. Proficient in market analysis and public relations management, with the ability to work under pressure and as part of a team. Committed to continuously developing skills to meet market demands and achieve the best results.

EDUCATION

Industrial Secondary School
2003

EXPERIENCE

Ghemar gulf, Riyadh

Marketing Specialist

March 2023 - Present

- Developing and implementing comprehensive marketing strategies.
- Managing and optimizing online and offline advertising campaigns.
- Conducting market research to identify new opportunities.
- Coordinating and participating in industry events and exhibitions.
- Collaborating with the sales team to align marketing and sales strategies.
- Tracking and analyzing marketing performance metrics.

Al Nawar International

Salesman Supervisor

March 2023 - August 2023

- Managing sales teams and ensuring achievement of set goals.
- Developing marketing strategies to boost sales.
- Training and guiding the sales team to optimize performance.

Tamer Arabia, Riyadh

Marketing Specialist for Skincare Products (Shiseido)

2018 - 2023

- Designing and executing targeted marketing campaigns for Shiseido products.
- Analyzing consumer behavior and market trends to guide marketing strategies.
- Managing budget allocations for marketing projects.
- Developing promotional materials and product descriptions.
- Establishing partnerships with influencers and industry leaders.
- Monitoring competitor activities and adjusting strategies accordingly.
- Supervising marketing and sales teams to ensure effective strategy implementation.
- Mentoring team members and ensuring performance goals are met.
- Enhancing product and brand distribution in the market.

ACHIEVEMENTS AND PROJECTS

Supervised the Design and
Installation of World Diabetes Day
Booth:

- November 2018Organized
conferences in Riyadh and
Jeddah.

ADDITIONAL INFORMATION

- Transferable Residency Permit
- Valid Driving License
- Own car

LANGUAGE

English (Good)
Arabic (basic)

CERTIFICATIONS



- Supervisor
- Managing teams and ensuring the execution of marketing strategies.
 - Developing and implementing marketing plans to achieve sales objectives.
- Merchandiser
- Organizing and arranging promotional displays in stores.
 - Analyzing display performance and suggesting improvements.

SARA Company (General Distribution Company), Riyadh
Marketing Specialist for Cosmetics (Laprairie)
2010 - 2018

- Planning and executing promotional campaigns for Laprairie products.
- Building and maintaining strong relationships with clients and key partners.
- Conducting SWOT analysis to identify strengths, weaknesses, opportunities, and threats.
- Preparing detailed marketing reports and presentations for senior management.
- Coordinating photoshoots and creative projects for product marketing.
- Implementing SEO strategies to improve online visibility.

Al Jamal Perfumes (Giorgio Armani), Riyadh
Sales Marketer
2010

- Developing marketing plans to promote Giorgio Armani perfume products.
- Managing marketing campaigns from inception to execution, including media planning.
- Conducting product training sessions for the sales team.
- Organizing and managing promotional events in stores.
- Providing market feedback to the product development team.
- Maintaining continuous communication with clients to increase sales and provide advice.

Sonbalt al-ailah for trad est
Advertising and Promotion Officer
2009 - 2010

- Supervising the design and installation of promotional booths and counters.
- Developing and implementing advertising strategies across various media channels.
- Coordinating with suppliers and vendors to acquire promotional materials.
- Managing advertising budgets and negotiating contracts.
- Enhancing the effectiveness of promotional campaigns through data analysis.
- Collaborating with creative teams to develop impactful advertising content.