

Mohammed Ghazwani

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Professional Summary

Experienced **Business Administration and Marketing** professional with hands-on expertise in sales, operations, and collaborative business environments. Skilled in driving customer satisfaction and boosting revenue through effective product promotion and in-store merchandising. Gained practical experience in **administrative coordination and digital marketing** through a structured cooperative training program. Completed a capstone project as part of my academic journey at Imam Abdulrahman Bin Faisal University, demonstrating analytical and strategic capabilities.

Professional Experience

Nexta | Administrative, Marketing & Sales Intern | Mar 2023

- Oversaw day-to-day administrative operations and maintained workflow efficiency.
- Coordinated and implemented marketing strategies to enhance brand awareness.
- Generated performance reports and offered actionable improvement recommendations.
- Communicated with clients to build lasting relationships and strengthen retention.
- Supported digital marketing campaigns that contributed to increased customer engagement and sales.

Jarir Bookstore | Sales Representative | Oct 2021 – Mar 2023

- Promoted electronic devices and delivered in-depth product demonstrations.
- Assisted customers in identifying suitable products aligned with their needs.
- Organized merchandise displays to improve visual appeal and sales flow.
- Monitored inventory to ensure stock availability and proper item rotation.
- Contributed to customer satisfaction and revenue growth through proactive sales service.

Education

- **Bachelor of Business Administration** | Imam Abdulrahman Bin Faisal University | 2025.

Projects

Graduation Project | Imam Abdulrahman Bin Faisal University

- Conducted an applied study in **Business Administration**, analyzing real-world challenges and proposing actionable marketing and administrative solutions using data-driven insights.

Skills

Soft Skills

- Effective communication | Analytical thinking | Adaptability | Time management | Team collaboration

Professional Skills

- Presentation design | Marketing strategy development | Customer service | Performance analysis | Administrative organization

Technical Skills

- Microsoft Excel | Microsoft Word | Microsoft PowerPoint | Microsoft Outlook | Microsoft Visio | Excel-based Data Analysis | PowerPoint Presentations | Visio Process Mapping | Digital Marketing Tools | Social Media Campaign Management | POS Systems | Report Generation in Excel | Monitoring & Reporting Systems

Languages

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