

SOMAYA ZAID

OBJECTIVE

Eager marketing graduate seeking to apply academic knowledge and passion for marketing in a professional environment.

CONTACT

Address: Jeddah

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Nationality: Daughter of a Saudi Mother.

WORK HISTORY

Cooperative Trainee, 08/2024 to 12/2024

Wusata'a Altheqa – Trust Brokers, Jeddah, Saudi Arabia

- Developed a comprehensive marketing strategy for a new product.
- Conducted market analysis and identified target market segments.
- Created promotional materials and presented campaign ideas.

SKILLS

- Solid grasp of marketing fundamentals and strategies.
- Strong analytical and research skills.
- Effective written and verbal communication abilities.
- understanding of consumer behavior and branding principles.
- Proficient with Microsoft Office.
- Adapting to different work environments.
- Strong problem-solving skills, Positive and enthusiastic.
- Responsible.
- Organized.

EDUCATION

- **Bachelor's degree, Marketing**
- Faculty of Economics and Administration.
- **King Abdulaziz University – Jeddah.**

COURSES AND VOLUNTEER EXPERIENCES

- - Qudrah Program
- - Mutaqan
- - Basamh Community Service Program – 2023.
- - University Majors Activity and Labor Market - King Abdul Aziz University - 2019.

LANGUAGES

- **Arabic:** Native Language.
- **English:** Very Good.