

Nawaf Fahad AlRashoudi

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Summery

Sales & Marketing Professional with 8+ years of expertise in strategic planning, trade marketing, and revenue growth. Proven track record of exceeding sales targets, launching high-impact campaigns, and optimizing market penetration. Skilled in data-driven decision-making, B2B negotiations and cross-functional team leadership.

Experience

HR Manger (Aug 2023 – Oct 2024)

- COOEC Offshore Oil Engineering Company.
- Set development and training programs.
- Collaborate with finance department to develop and manage HR budget.
- Sourcing candidates, screening resumes and conducting interviews and making final hiring decision with collaboration with ARAMCO committee.

HR specialist (Mar 2022 – Mar 2023)

- Qassim cement company, HR, Buraydah, Saudi Arabia
- Designed and implemented a comprehensive training program for new sales hires that included sales techniques, product knowledge, and customer service skills.

Marketing Researcher and sales specialist (Mar 2019 – Feb 2022)

- ***Qassim cement company, Sales and Marketing, Buraydah, Saudi Arabia***
 - Market demand calculation, potential markets and products
 - Led “bagged cement section” to achieve 102% of annual sales target by developing and implementing a marketing strategy that included market research and analysis and demand forecast calculation.
 - Achieved monthly sales of 35,000 tons of bulk cement in Qassim by supervising all export related activities and developing a marketing plan that included market research and analysis.

Trade Marketing &Regional Merchandising Manager (Apr 2016-Feb 2019)

- ***ALSAFI-DANONE, Marketing-Qassim, Saudi Arabia***
 - Led the merchandising team covering the northern region of KSA (18 direct report, 90 indirect) by developing and implementing a marketing strategy that included tracking the performance of each product and channel and designing product displays in store to make sure that products were available and visible.
 - Oversaw merchandising plan execution

Trade Marketing Officer (Feb 2014-Mar 2016)

➤ **ALSAFI-DANONE, Riyadh, Saudi Arabia**

- Launched the sales of new SKUs (Cream, Disney, Danette and Cheese) by developing and implementing a marketing strategy that included analyzing the sales performance for each product (SKU) using Web Intelligence Rich Client and Msales.
- Developed a promotional plan to meet the sales objectives by leading the B2B incentive negotiations to increase the sales.

Planner (internship), Planning Department (June 2012-Sep 2012)

➤ **SABIC, Petrokemya, business planning - Jubail**

- Plan the production of petrochemicals and polymer resins in consultation with operating departments and based on sales requirement.
- Develop sales and distribution plans for products to be sold by marketers.
- Marketing coordination on Product sales and shipping activities.

Education

Bachelor's degree

Graduated from King Fahad University of Petroleum and Minerals in July 2013, Marketing major KFUPM, Dhahran,

Skills

- Certified ISO 50001(Energy management)
- Internal Sales Trainer in ALSAFI-DANONE
- Proficient in (MS office, SPSS.SAP, MSALES)
- Management and leadership.
- Proficient in Arabic and English.