



I'm Mohammed Yahya

Welcome To My Resume



## MOHAMMED A. YAHYA

### + Personal Info

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Date of Birth: 28th Oct 1989  
Religion: Islam  
Nationality: Jordanian  
Marital Status: Single  
Physical Address : Al-Khobar Saudi Arabia  
Mobile: 059 908 6599

### + Profile

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Marketing Communications professional with 6+ years of experience . Driven and results-oriented, possess excellent communication, organizational and interpersonal skills; combined with a solid brand management and creative agency background. Highly adaptable and personable individual, with global perspective and exceptionally acute multicultural understanding.

### + About Mohammed

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A results driven, self-motivated and resourceful with an ability to successfully translate desired moods, messages, concepts, and underdeveloped ideas into imagery. Experience of working in and contributing to a creative environment alongside designers, copywriters, content strategists user experience specialists and interactive developers. Possessing an ability to see the big picture and continually develop new and inspiring approaches to a brief. Currently looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal and professional development.



## Work Experience

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JAWAHR Human Resources . جواهر



Aug 2019 - Till now

Visual Identity Manager \ Digital Marketing

Reporting to the Marketing Manager

- Social media posts, graphics, and animations
- Community marketing assets
- Promotional communication
- Marketing collateral and publications
- E-commerce visual assets for web and the app: visual content, updates, innovative approaches
- to content presentation
- Offline airport presence, POSM
- Offline design assets for internal purposes (Board decks materials, templates, employee branding projects, welcome packages, internal communications templates, digital newsletter /magazine, etc)
- HQ and office facilities assets
- Creation of artwork files and supervision overproduction and implementation
- Is a champion of creativity in all projects
- Works with the marketing team and with other departments to translate their objectives into design solutions
- Builds a strong positive relationship across the organization by engaging and communicating with superiors and with peers
- Maintains a productive, inspiring relationship with the agencies and vendors with an aim of delivering the best work for the company
- Constantly develops both the conceptual understanding of digital media and the craft of
- producing creative content in digital
- Follows and shares the newest in digital innovation, proposes, develops, and implements ideas that innovate and engage
- Maintains high ethical standards of the team and compliance with Saudi laws, customs, and social responsibilities.



## Work Experience

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Sariya IT Company LTD. (Distribution Division) Part Of Alkuhaimi Group

شركة سارية المحدودة  
SARIYA COMPANY LTD.

May 2018 - Till now

### Digital Marketing Specialist

Reporting to the GM

- Optimizes digital performance of marketing initiatives through the development, delivery, and implementation of digital performance activities across brands. This includes the integration, monitoring and analysis of performance data, marketing activities, and other support recommendations via the marketing management team to achieve optimal levels of performance (and results).
- Responsible for all digital marketing investment across performance channels (e.g., social, SEM, Re-marketing, Prospecting, online lead generation and new user conversion and ecommerce)
- Leads digital media strategy development and managing investment to optimise ROI and ensure robust insights for omni-channel performance measurement (including digital, CRM, ecommerce).
- Partners with Marketing team in the development of media-based campaign strategies (brand challenge, market context, etc.)  
Collaborates with other functional teams (internal and external) to deploy digital
- programs across channels and platforms to optimize business outcomes and successfully achieve strategy.
- Identifies and implements new technology with internal stakeholders and external
- partners to ensure effectiveness of digital media and ROI (e.g. ad serving, digital safety/verification, etc.)
- Map Customer Journey to identify and analyse touch points with the organization in order to maximize commercial opportunities
- Define customer-led objectives and build learning agenda to influence personalization
- testing in line with overarching CRM strategy and Abbott Nutrition Brand priorities
- Design, implement, test, launch, and track Salesforce.com omni-channel activities and campaigns, in collaboration with cross-functional team members to ensure strategic alignment
- Establish partnership with new e-commerce platforms, grow presence and execute campaigns on relevant platforms

## Work Experience

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Saudi Rama Co. (Real Estate Division)      Part Of Alnahdi Group

May 2015 - May 2018



Media Supervisor

Reporting to the CEO

- Developing excellence through innovative & creative concepts across all media.
- working with other project managers and teams of creative designers.
- Develop and frame creative concepts according to creative brief requirements.
- Communicating design visions and rationale clearly to clients and design teams.
- Conceptualize, visualize and design user experiences.
- Managing and directing photo shoots on time and to budget.
- Involved in developing the clients culture and quality standards.
- Attending conferences, press releases, exhibitions and expos.
- Mentoring junior staff in project development and performance management.
- Organising, initiating and lead brainstorm sessions

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Al-JABR Trading Company (Electronic Division)

Nov 2012 - Jun 2014

Head Office – Dammam

Marketing & Graphic Advisor

| Reporting to the Marketing Manager

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LUCCI ART Communication

Jun 2011 - Nov 2012

Head Office – Al-Khobar

Graphic Designer

| Reporting to the Art Director

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## Education Qualifications

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BCs - Design and Applied Arts 2011

**Al-Yarmouk University** Jordan - Irbid



## Key Skills And Competencies

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Marketing & Advertising: Promotional Conceptualization; Direct Mail, Newspaper Ads

Retail Marketing; Direct Response (DR) Campaigns, Point-Of-Purchase (POP) Displays

Interactive Campaigns Artistic Leadership: Graphic Design, Conceptual Direction

Photography Art Direction, Typography, Layouts & Compositions, Font & Color

Management, Photo Shoot Oversight, Multimedia Development.

Business Development: Identity Development, Logo Design, User Design Experience (UXD) Customer Service, Company Branding, Client Interviews, Corporate Communications; Digital Client Relationship Management (CRM)

Print Materials: Brochures, Newsletters, Posters & Signs, Collateral Materials, Digital File Management

Team Management: Staff Inspiration & Training, Hiring & Recruiting, Project

Management, Production Oversight, Cross-Functional Communications, Budget

Management, Presentations

Excellent command of both Arabic and English Languages.