

# MAZEN T.MAKAREM

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## Director Of Digital Marketing & Communications -Over 21 years of experience

Winning Go-To-Market Strategies | Category Management | Product Strategy & Roadmap |  
Marketing Performance Management | Communication Management

*Drives brand value by defining product marketing strategies, improving consumer-facing assets, and leading high-performing teams*

### PROFESSIONAL SYNOPSIS

Results-driven, collaborative, and flexible marketing professional offering several years of experience coordinating and directing marketing initiatives in diverse industries. For a fast-growing, innovative firm with a global presence, eager to lead the development and implementation of all marketing operations.

Possesses a strong awareness of consumer demands and marketing trends, as well as the ability to discover and appraise category prospects. Lead cross-functional teams to drive technology breakthroughs, implement new product development plans, and guarantee that plans are achieved on-time and within budget.

Ability to work with sales teams to identify and seize any growth opportunities in related channels. A thorough understanding of every facet of the organization, from operations and sales to marketing and public relations, etc. Leadership qualities that transcend personal differences while fostering a sense of cooperation and teamwork.

### EDUCATION

- ✓ BA (Business Marketing Management & Advertising Management Emphasis) from American University of Science & Technology, Beirut, Lebanon in 2004

### CERTIFICATION

- ✓ Official Certification in the Social Media & Online Media Expertise sponsorship by the FGF in 2015

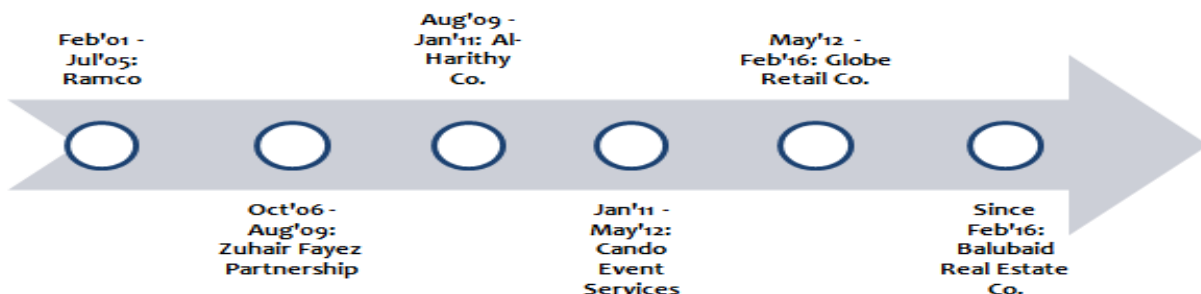
### CORE SKILLS



### CAREER ACHIEVEMENTS



### CAREER TIMELINE



## PROFESSIONAL EXPERIENCE

Jan 2021 | Hijaz Malls, Jeddah, Saudi Arabia

### Growth Path:

**Head of Digital Marketing & Communications Manager-Real Estate Management & FEC (Malls Management- Family Entertainment Center- Food & Beverages')**

Jan 2021 – Present

### Key Responsibilities:

- ★ Exhibited outstanding performance to orchestrate in-house CRM implementation project to improve the visitor experience inside the malls.
- ★ Made significant contribution to craft breakthrough marketing strategies for all marketing teams, including digital, advertising, communications and creative functions.
- ★ Played a pivotal role to conceptualise & launch affordable fostered strategic advertisements to target clients at Funland.
- ★ Displayed business acumen to prepare annual budgets & chalk out marketing plans & event calendars while working in a competitive business climate.
- ★ Championed efforts to create competitive advantages by identifying cost efficiency measures and promoting better utilization of available resources in mall management & family entertainment centre operations.
- ★ Acted as catalyst of change to adopt industry best practices to raise traffic in malls to reach annual footfall estimated at 8,000,000 as well as facilitate opportunity to promote business and products through highly visible formats.
- ★ Ably handled project for Hijaz Mall with scope to develop and launch new Funland branches with steps to conduct feasibility and location study along with ride selection and P&L management as well as design of marketing strategy & promotion campaigns to deliver best results.
- ★ Demonstrated transformational leadership to follow the FEC opening plan to launch new branches of Funland in addition to designing & implementing the go-to-market strategy to raise revenue and facilitate rapid growth.
- ★ Adroitly coordinated sales and marketing efforts together with efforts to build strategic framework for branding, positioning and pricing to boost brand awareness for Hijaz Mall & Funland.
- ★ Proactively analysed market demand & provided strategic directions to redefine the brand positioning after analysing consumer behaviour and customer insights besides determining the customer personas.
- ★ Credited for creating and executing marketing campaigns to build strong and consistent brand messages across all channels using marketing collaterals like e-mail campaigns, web pages, promotional events and other materials.
- ★ Piloted efforts to formulate & execute strategic plans to maintain & raise the tenant satisfaction inside the malls.
- ★ Essayed a high trajectory growth path by partnering with influencers and introducing new programs like Arabian Nights in the F&B (Ruby Lounge) to deliver best performance.
- ★ Displayed skills as influencer marketer to drive business and efforts to identify opportunities to reach new market segments, raise profitability and sales revenue flows and expand the market share.
- ★ Scripted an impressive success story by chalking out 360-degree media planning and execution to meet set organizational goals to fulfill the corporate vision and mission statement.

### Responsibilities:

- Directly reports to the CEO, leads a team of 38, as head of marketing for Hijaz Malls Co. spearheads marketing functions for the family entertainment centre & malls to build the product category & serve market demand as per set targets and defined key performance indicators.  
Engages in developing long-range plans, annual P&L management and operational targets, reviewing & monitoring team performance on monthly basis to attain the business plan

Since Feb 2016 | Balubaid Real Estate Company, Jeddah, Saudi Arabia

### Growth Path:

**Head of Digital Marketing & Communications Manager-Real Estate Management & FEC (Malls Management- Family Entertainment Center- Food & Beverages')**

Feb 2016 – Jan 2021

### Key Responsibilities:

- ★ Develops entertainment strategy; implements sales and marketing plans that address shopping centre concerns and opportunities, resulting in marketing programmes that improve tenant, community, and media relations, as well as increase shopping centre revenues
- ★ Establish and consistently enhance the retail mall's event planning and budgeting processes
- ★ Coordinate retailer mailings and identify ways to enhance communication abilities

- ★ Develop a grasp of and communication about key retail trends, including forecasting and reporting on footfall, as well as general issues
- ★ Raise the profitability & sales Revenue. Provides leadership and vision to the organization by developing long-range, annual P&Ls and operational plans, in addition to the evaluation and reporting of business plan progress
- ★ Maintain effective media relations by fielding media calls and preparing responses, as directed by the Director of Marketing & Commercialization
- ★ Establish strategic partnerships by marketing and selling the assets of the shopping park to consumers, advertisers, marketing companies, and the surrounding business community
- ★ Liaise and coordinate the marketing suppliers (advertising, media, PR agencies); maintaining the relationship with the existent tenants of the Shopping Galleries and the local authorities
- ★ Strengthens profit performance by identifying cost efficiency measures to undertake following FEC opening Plan

**May 2012 – Feb 2016 | Globe Retail Co., Jeddah, Saudi Arabia**

**Growth Path:**

**Group Digital Marketing Manager**

**(Retail Fashion “Karen Millen, Liujo , Furla, LK Bennett- Food & Beverage)**

**May 2012 – Jan 2016**

**Key Responsibilities:**

- ★ Formulated a clear and compelled brand identity for Karen Millen, LK Bennett, Furla, LIUJO, and OLIO Italian Restaurant
- ★ Developed and collaborated with the Sales Team for effective implementation of marketing strategies
- ★ Prepared marketing budget & their effective utilization
- ★ Planned and regulated the expenses of the marketing activities across the region
- ★ Designed the communication, media planning and communication channels
- ★ Managed communication budgets maximizing effectiveness & reach for the budget
- ★ Ensured tracking of competitors activities, analyzed the information and recommended suggestions
- ★ Tracked the marketing performance and ensured region wide tracking of reports, feedback, complaints received through marketing activities and recommended suggestions

## PAST EXPERIENCE

**Jan 2011 – May 2012 | Cando Event Services, Jeddah, Saudi Arabia | Project Manager**

**Aug 2009 – Jan 2011 | Al-Harithy Co., Jeddah, Saudi Arabia | Show Manager**

**Oct 2006 – Aug 2009 | Zuhair Fayez Partnership ZEP-IT, Jeddah, Saudi Arabia | Marketing Manager**

**Feb 2001 – Jul 2005 | Ramco, Real Estate Co., Beirut, Lebanon | Assistant-Market Research**

## PERSONAL DETAILS

Date of Birth: 8<sup>th</sup> July 1978 ~ Linguistic Abilities: English, Arabic and French