



KHULOOD DABCH

PROFILE

I am a seasoned professional with 8+ years of digital marketing and account management experience. Worth mentioning as well: I am a Syrian expat, married to a Saudi citizen.

Recognized for demonstrating a natural aptitude for spearheading the development and execution of impactful campaigns and projects, as well as for expanding social media engagement and providing high-quality services for top brands. Professional focal points include digital marketing, account management, social media, team leadership, brand engagement, consulting, stakeholder engagement, campaign management, lead generation, sales, event coordination, and content creation. Delivering superior administration on the latter areas of expertise requires utilization of effective communication skills, interpersonal skills, as well as business acumen, strategic planning, project management and resource management to support efficiency and maximum returns.

CONTACT

PHONE:

054 7000600

LINKEDIN:

<https://www.linkedin.com/in/khulood-dabch>

EMAIL

Kdabch@gmail.com

WORK EXPERIENCE

Marketing Manager

Fine Foods Holding, Khobar

Jan 22 – present

- Establish positioning for 4 main brands, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics

Account Manager

Extend @ Ithra , Dhahran

Jan 20 – Jan 22

Handling Ithra, Aramco full social media.

Managing a full team and handling Ithra's full social media Digital Marketing & Social Media Content Creation. /Preparing Strategies and Planning Campaigns full campaign. /Developing the brand and increasing its equity. / Following the trends and keeping Ithra's presence on all social media platforms. / Responsible for a team of (12 members)

SR. Account Executive

At 55 productions, Dammam

May 18 – Jan 20

Developing and implementing monthly accounts planning in coordination with the senior management team as well as serving as the main point of contact between client and the team/ Subject matter in developing effective client marketing programs / Managing day-to-day activities for multiple client accounts, including content creation and project management / Consistently participating in identifying new prospective clients as well as establishing and strengthening relationships with business decision makers for current and potential clients / Reporting account progress, facilitating invoice processing, and managing budget tracker /Continually crafting and implementing unique sales strategies, ideas and programs as a means of producing new business opportunities

ACTIVITIES AND INTERESTS

Baking
Exploring
Drawing
Off-roading

/ Supervising account executives as well as sales team to set and monitor sales targets within strict deadlines. / Research client's products, service, plan, competitors, and target markets. / Continuously involved in developing the brand and increasing its equity

Event Organizer

Nesma A46, Bahrain

Jan 16 – Jan 17

Plan room layouts and event programs, schedule workshops and demonstrations.

Build and maintain relationships with convention vendors.

Resolve issues throughout meeting event timelines

EDUCATION

Graduate Bachelor of architecture and interior design

AHLIA UNIVERSITY OF BAHRAIN, SPRING 2015.

KEY SKILLS AND CHARACTERISTICS

- Working knowledge of strategic selling, sales methodologies, and best sales industry practices for account and opportunity management
- Demonstrated success in achieving sales quotas with the skills and ability in going deeper and wider into existing accounts
- Excellent written and verbal communication, negotiation, and presentation skills to build and maintain good relationships, and rapport with customers or clients
- Strong analytical and problem-solving skills to analyze sales performance metrics as well as solve business challenges
- Solid leadership and team management skills to supervise and manage work and performance of the account executives' team
- Creativity and flexibility to implement new sales and marketing strategies and systems