

# Khalid Al-Shatwi

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## **Employment Objective:**

Highly interested and passionate about marketing and making a positive difference, and enhance organizational efficiency while enhancing my career competency. Seeking a marketing position where my skills and qualifications will be put to use on a daily basis.

## **Education:**

### **San Diego State University**

❖ Bachelor of Science, Business Administration Marketing.

GPA (3.16/4)

**Jan 2014 – Dec 2018**

## **Relevant Skills:**

### **Management:**

- Creating and keeping deadlines.
- Considerable skill in policy and guidelines development.
- Capability to independently and effectively work towards the completion of assigned tasks.

### **Communication:**

- Relayed more than 75 presentations.
- Proven ability to effectively interact with clientele and staff at all levels and through all mediums.
- Respectful, Disciplined, Responsible and Cooperative towards other professionals and colleagues.

### **Computer Skills:**

- Good understanding and proficiency in Microsoft office packages like Word, Excel, PowerPoint etc.
- Good understanding and relaying of ideas using Free-Mind software and the mind mapping technique.
- Good knowledge and experience with online marketing tools and best practices
- Generating **WordPress** themes and plugins and designing and implementing features and functionality.

## **Professional Experience and Work:**

### ❖ **Marketing Manager at Baas International Group.**

- Planning and implementing the overall digital marketing strategy
- Training (trainees & new employees)
- Staying up to date with the latest digital marketing tools and best practices
- Managing and overseeing various digital marketing channels
- Measuring ROI and KPIs
- Preparing and managing the digital marketing budget
- Suggesting activities for improving the quality of online content
- Approving marketing material, from website banners to hard copy brochures and case studies
- Overseeing branding, advertising, and promotional campaigns.
- Creating promotional information to drive business
- Coming up with new ways to promote new products/services

- Planning and executing all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Evaluating important metrics that affect the website traffic, service quotas, and target audience.
- Managing giveaways and other digital projects.
- Leading pitch goods or services to new clients and maintain a good working relationship with new contacts.
- Identifying rising business opportunities and build long-term relationships with prospects.
- Planning and overseeing new marketing initiatives.
- Attending conferences, meetings, and industry events.
- Reporting on successes and areas needing improvements.

**Aug 2019 – Present**

### **Volunteer Position:**

#### **❖ Treasurer in Saudi club at San Diego State University.**

- Managing the cash position allocated by the Saudi Ministry of Education, to the Saudi Students Association in San Diego State University (SDSU).
  - Housing information in the Greater San Diego Area.
  - Help organizing events linked to Saudi Student Association in SDSU.
- Supporting incoming SDSU students from Saudi Arabia by providing the following:

**Jan 2017- Jul 2018**

#### **❖ Worked for the International Student Center in San Diego State University.**

- Filling out and answering questions from new international students.
- Performing clerical duties by organizing application papers and other requests at the center.

**Sep 2015**

### **Certifications & Workshops:**

- Lean Six Sigma Blackbelt
- Strategic Management
- Global Leadership
- Risk Management Workshop
- Work Ethics
- Apple Search Ads
- Fundamentals of Digital Marketing
- Code of Conduct and Ethics.
- Trading Foundation Program
- Occupational Communication Skills
- AdWords
- CPR
- Infection Control

#### **❖ Udacity: Digital Marketing Nanodegree**

- **Ten** practical real projects and **two** real campaigns on (**Facebook & Google**), Content Marketing, Social Media Marketing, Social Media Advertising, Search Engine Optimization (**SEO**) & Search Engine Marketing (**SEM**), Display Advertising, Email Marketing, Measure & Optimize with Google Analytics

**Apr 2020 – July 2020**

### **Language:**

- Arabic: Native
- English: Professional
- Persian: Beginner