

Experience:

- 2020/8- Present**
- Marketing Manager**
Development Works Food Company (DWF)
- Arranging photography sessions, graphic designing, internally and externally
 - Determining and executing the marketing plan “and calendar”.
 - Closely monitoring competitors, new openings, new products, new segments, prices changes, offers. Analyzing sales numbers and developing promotions.
 - Monitoring the execution of social media plan.
 - Menu engineering
 - Introduced 4 new products, one new category.
 - Produced two tv advertisements podcasted in KSA Sports channel.
 - Currently working on new packaging design.
 - Marketing manager for two brands in food and beverage.
- 2019/2- 2020/8**
- Planning and Training Division Head**
Al-Watania poultry
- Identify training needs throughout the company both organizational and individual.
 - Conducting focus group meetings and analyzing training input.
 - Reviewing training content drafts, ensuring training is in line with the company’s practices.
 - Preparing overhead budget; monitoring financial and services activities against approved budgets.
 - Assessing and choosing training provider.
 - Measuring ROI on training.
 - Supervising internships.
- Achievements:**
- Designed and implemented a successful training framework.
 - Planned and conducted varies training workshops for sales personals.
 - Achieved %85 RIO for 2019 training plan.
 - Participated in structuring the marketing and sales departments.
- 2017/1- 2018/12**
- Marketing Manager**
Hinti Academy
- Conducting research and analyzing data to identify potential markets.
 - Creating marketing and social media strategies and guidelines.
 - Planning and managing the launch of new courses and services.
 - Monitor training programs outcomes.
 - Meeting with key clients, negotiating contracts.
 - Developing and maintain effective partnership with nonprofit organizations.
 - Examining changes in customers' preferences.
 - Determining and implementing marketing plans.
- Achievements:**
- Increased client base by 50%.
 - Improved the academy’s image and brand recognition.
 - Increased profits above the breakeven point for the first time since established.
 - Improved customer service quality and speed
- 2016/6- 2016/12**
- Advertising Department Supervisor**
Almoosa Trading
- Aligning Advertising campaigns with the seasonal marketing plans.
 - Ensuring all martials are delivered to stores.
 - Participating in graphic designing.
 - Managing social media advertising.
 - Managing a team consisting of three employees.
- 2015/11- 2016/5**
- Administrative**
Ministry of Environment, Water and Agriculture

Education:

- 2013-2015 **Master in Business Administration (MBA)**
Indiana University, United States
- 2005-2010 **Bachelor's Degree - Marketing**
Qassim University

Certifications and training:

- Introduction to people analytics, 2020.
- Certified kpi professional.
- English diploma, WESLI, 2012
- Marketing management, South Massey university, 2015
- Advanced Marketing strategy , Southeast Indiana university, 2015

Key Skills:

- Data analysis.
- Marketing planning, execution, and Management.
- Graphic designing.
- Processes and procedures analysis and reforming.
- Social media marketing.

Languages:

- Arabic
- English