

# Tarek Ghaziri

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An accomplished business-oriented marketing professional with over 17 years of experience in brand development, strategy formulation, digital marketing, business development and startups. Having a remarkable ability to collaborate with multi-cultural teams allowed me to achieve challenging targets under tight conditions and create the right environment that caters to success. An excellent communicator with the ability to think creatively and disruptively and establish the right partnerships to promote businesses and build brand reputation.

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## SKILLS AND AREAS OF EXPERTISE

- Communication Skills
- Creative Thinking Skills
- Negotiation Skills
- Collaboration Skills
- Brand development & strategy
- Branding & persona creation
- Content management
- Social media marketing
- Digital marketing analytics
- SEO / SEM
- A/B testing
- Campaign lift analysis

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## WORK EXPERIENCE

### Marketing Director

#### Takreem for Food Services

4/2021 – 3/2022

Khobar, Saudi Arabia

#### Key accomplishments:

- Introduced with executive team Takreem Consultancy Services that provided contractual consultancies to 12 establishments of restaurant groups and individual operators in organizational structure, profit & loss efficiency, brand image, marketing direction, and many more.
- Initiated Takreem's first Food & Beverages concept under the name of KOYO contemporary Japanese cuisine through setting the brand foundations including brand story, direction, and traits as well as identifying multi-level target markets to be targeted in the pre-launching campaign.
- Successfully launched KOYO as one of Khobar's Renowned restaurants to emerge in the market generating 3,200,000 SAR in the first three months of operations.
- Established KOYO's yearly integrated multi-channel marketing & communications plan along with an adjacent events calendar to strengthen the brand presence within the Saudi market.
- Launched Takreem's social responsibility program strengthening its positioning in alignment with Saudi 2030 vision.

#### Key Responsibilities:

- Analyzing marketing campaigns results and ROI capitalizing to identify key performance triggers and customer targeting patterns.
- Managing reservations and CRM systems achieving impeccable customer retention and after visitation follow-ups.
- Establishing and strengthening strategic partnerships with key stakeholders within the operating market.
- Managing relationships with consultancy partners by holding management level bi-weekly results/targets focused meetings.

### Director of Marketing & Operations

#### Trendfull Cafes & Restaurants (Joe's Café - London)

11/2018 – 3/2021

Manama, Bahrain

#### Key accomplishments:

- Managed developing Joe's Café brand in Bahrain and built it to be a renowned name that is well recognized; Logo design, brand persona, and defined the usage of all communication tools.
- Developed a marketing and business development strategy that resulted in accumulative sales of 600,000 BHD for the first branch in 16 months from opening, and 124,000 BHD for the second branch in 4 months from opening.
- Established the operations from inception being the first to join the team; handled location scouting and lease negotiations for two prime locations in Bahrain, managed the interior design with an architectural consultant, sourced and signed with 50 suppliers to make sure all resources are covered, and hired a team of 50 employees to run the operations.
- Handled crisis management during COVID-19 pandemic and managed to limit losses by; rescheduling supplier payments while maintaining excellent relations, and continued operations with no layoffs and limited salary reductions.

#### Key Responsibilities:

- Setting strategic operations and business development plan to continuously grow the brand and achieve a healthy expansion.
- Researching & evaluating price offerings combining cost, competition, and perception-based strategies to achieve targeted revenues
- Generating strategic governmental and private collaborations capitalizing on brand traits and marketing campaigns and integrating digital and offline call-to-actions to achieve higher loyalty levels.

**Marketing, Communications & Business Intelligence Manager**  
**Sunset Beach Resort, Marina & Spa**

10/2013 – 10/2018  
Khobar, Saudi Arabia

**Key accomplishments:**

- Achieved over-all business growth of 15.8% over three years with a sales increase of 13% for Memberships & Rentals, 35% for F&B, and 78% for Leisure & Marina Departments.
- Developed new business modules that successfully diversified the target markets such as Ladies Membership, Platinum Membership, and Student Membership.
- Developed the Customer Relations Management guidelines, Loyalty Programs, and Members Referral Programs, which resulted in a significant increase in annual revenues.

**Key Responsibilities:**

- Established the internal and external communications guidelines to ensure effective interaction channels are in place and identified brand guidelines maintaining a solid brand identity.
- Developed the annual business and action and budget plans, analyzed actions post-tests, and ROI calculation, and presented periodical marketing reports to the General Manager and Board of Directors.
- Sat the corporate events calendar and sponsorship plan to meet our strategic brand objectives and maximize brand presence.
- Collaborated with branding agencies on design, layout, and production specifications of promotional ATL and BTL campaigns.

**Senior Marketing Executive**

03/2010 – 09/2013

**Boubess Group**

Beirut, Lebanon

**Key accomplishments:**

- Developed a sponsorship plan and raised \$80,000 worth of sponsorship for World Cup Events that managed to cover all systems, prizes, advertising, and other expenses. We ran the events at minus zero cost.
- Participated in the opening of 11 restaurants, 4 of which were brand new concepts where we developed the brand from scratch in collaboration with the marketing agency.

**Key Responsibilities:**

- Developed the Group's benchmarking program through conducting scientific quarterly market research and competition benchmarking activities to assess potential new markets, trends, and brand positioning in addition to analyzing results, initiating reports, and suggesting necessary action plans.
- Developed semi-annual corporate events sponsorship plans that met strategic brand objectives & brand presence.
- Assisted in developing a well-designed Integrated Marketing Communications, and in brand development projects that aimed to uplift chosen Group brands' identity and market presence.

**Marketing & Public Relations Executive**

09/2008 – 02/2010

**Polo RAK Amusements**

Ras Al Khaimah, UAE

**Key accomplishments:**

- Created the primary brand character, including logo and mascot, in coordination with graphic designers and advertising partners along with a sponsorship program that targeted potential partners to sponsor different areas of the Water Park.

**Trade Marketing Representative**

07/2004 – 07/2008

**MALITAB (British American Tobacco)**

Beirut, Lebanon

**Key accomplishments:**

- Developed retail incentive schemes for selected outlets and planned and executed promotional activities for different BAT brands (Dunhill, Kent, Lucky Strike) based on brands' criteria that achieved tactical qualitative and quantitative targets.

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**EDUCATION – CERTIFICATIONS - LANGUAGES**

**American University of Science & Technology**

*Bachelor Degree in Business Administration - Emphasis on Marketing (2008)*

**MIT Management Executive Education**

*Certificate in Digital Business Strategies (2020)*

*Certificate in Digital Marketing Analytics (2022)*

**Languages**

*Fluent in Arabic, English with basic understanding of French*