\*Sereen Al-Ansari\*

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**\*Summary\***

Marketing professional with a bachelor's degree in communication and media, specializing in journalism. Extensive experience in public relations, marketing strategy, content writing, and newspaper editing. Strong communication, negotiation, and persuasion skills that foster client trust and engagement. Strong ability to develop and execute effective marketing campaigns that deliver results. Commitment to continuous skills development.

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**Skills**

- Computer Skills: Proficient in Microsoft Office and graphic design programs.

- Languages: Arabic (native), English.

- Photography: Experience in professional photography and editing.

- Marketing: Strong experience in digital and traditional marketing.

- Advertising Design: Ability to create engaging visual content.

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**Experience**

**Marketing Supervisor**

Abu Aljadayel Food Services Company, Haramain High Speed Rail Project, Jeddah

[9, 2024] - Present

- Develop and Implement: Create and oversee a comprehensive marketing plan, ensuring alignment with company objectives and market demands.

- Channel Management: Manage and optimize all marketing channels, including the company website and social media platforms (Instagram, LinkedIn), to enhance brand visibility.

- Market Analysis: Analyze market trends and competitor activities to identify opportunities for strategy improvement and growth.

- Campaign Execution: Plan, execute, and evaluate marketing campaigns, providing performance reports to assess effectiveness and inform future initiatives.

- Market Research: Conduct research to understand target audiences and competition, enhancing campaign relevance and impact.

- Budget Management: Prepare and manage the marketing budget, ensuring efficient tracking of expenditures and return on investment .

- Relationship Building: Foster positive relationships with media representatives and business partners, enhancing collaborative opportunities.

- Reporting: Prepare monthly and weekly sales reports, offering insights and recommendations for corrective actions when necessary.

**Public Relations Specialist**

Prince Sultan Armed Forces Hospital, Medina

[6, 2023] - [12, 2023]

- Receive and coordinate with guests, ensuring effective communication.

- Develop internal and external communication strategies.

- Serve as the hospital's official spokesperson and public relations manager.

- Organize events and celebrations to promote community engagement.

**Media Specialist**

**Prince Sultan Armed Forces Hospital, Medina**

[6, 2023] - [12, 2023]

- Write and publish news articles, and coordinate official communications.

- Draft speeches and letters to hospital leadership.

- Design publications and advertisements, and promote communication with the hospital.

- Capture and edit photos of official events and meetings.

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**Education**

\*Bachelor's Degree in Communication and Media\*

Taibah University, Medina

Major: Journalism

[2020]

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**Training Courses**

- Professional Marketing Skills

- Secretarial and Office Management

- Media Reporting

- Photoshop

- Journalistic Editing

- Entrepreneurship

- Photography