**Summarized Experience**

* More than 18 years of progressive experience in project management, event management and marketing with leading international organizations.
* Public relations and CSR activities, marketing strategy planning, campaigns, digital & social media, activation.
* Remarkable experience in identifying customer needs, campaign implementation, following compliance process, monitoring and campaigns post implementation review.
* Excellent experience in supporting internal customers and handling ads, media, public relations agencies.

**Education & Certification**

* Bachelor’s degree in marketing
* Project Management Professional Certification (PMP®), Project Management Institute
* Strategic Marketing Planning Certificate, MEIRC Training & Consulting
* PMI Professional in Business Analysis (PMI-PBA®), Project Management Institute
* Proficiency in Google sheets, MS Excel, word and PowerPoint

**Additional Information**

* Nationality: Canadian
* Languages: English & Arabic

**Detailed Experience**

**Business Development Director | Glory Events, Riyadh KSA *Oct 2023 – Present***

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| * Developing and implementing strategic plans to drive business growth and expand the company's client base. * Maintaining strong relationships with existing clients to ensure repeat business and referrals, while also actively seeking out new business opportunities. * Leading negotiations and contract discussions with clients, vendors, and partners to secure profitable deals and favorable terms. * Collaborating closely with the marketing team to develop effective strategies to increase brand visibility. | * Conducting research and analysis to identify emerging trends, competitors, and potential areas for business expansion. * Overseeing the creation and execution of event plans, ensuring seamless coordination of logistics, production, and signage to meet client objectives and expectations. * Managing budget allocation and financial performance for business development initiatives, ensuring optimal resource utilization and profitability. |

**Website Experience Manager | Canada Life, London CA *Feb 2022 – Sep 2023***

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| * Managing and updating existing websites and web content to ensure accuracy and relevancy. * Monitoring website analytics and user behavior to identify areas for improvement and make date-driven decisions. * Collaborating with cross-functional teams to ensure website alignment with brand guidelines and marketing campaigns. | * Designing and developing new landing pages using various web developers. * Continuously monitoring and improving website SEO. * Diagnosing technical issues and escalating as necessary. * Capturing customers’ feedback via e-channels into a case tracking system. |

**Customer Service Representative |Bank of Montreal, London CA *Nov 2019 – Jan 2022***

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| * Identifying customer investment and lending opportunities. * Proactively evaluating banking needs for SME customers and initiating referrals to business unit. * Reviewing customer profiles to identify potential opportunities for plan upgrades and credit card needs. | * Managing money transactions between treasury and various branch units. * Handling daily service requests, financial transactions and inquiries, within relevant service level agreements. * Identifying and reporting suspicious/unusual patterns of activity that are suspected to be related to money laundering. |

**Marketing Manager|Emirates NBD, Riyadh KSA *Jan 2012 – Jul 2017***

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| * Initiating and implementing 360 campaigns for Auto Lease & Credit Cards that resulted in an increase of sales by 10%. * Analyzed the performance of campaigns, profitability, utilization and customer satisfaction. * Developing public relations & CSR plans which resulted in brand recognition and awareness increase. | * Monitoring public website content and social media platforms to maintain high standards as well as new campaigns including website revamp. * Ensured campaigns compliance with regulatory requirements and guidelines. * Implementing branch campaigns to assist customers about banking products and improve their branch experience. |

**Brand Manager | SAB, Riyadh KSA *Jun 2006 – Dec 2011***

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| * Managing all credit cards acquisition, usage campaigns that resulted in 10% increase in sales and 30% increase in usage. * Contributing to the successful implementation of the national ship card project by effectively managing the rebranding of all marketing materials. | * Managing all Premier costumers segment marketing campaigns including the global rebranding campaign * Coordinating campaigns with ads and media agencies and updated marketing calendar quarterly. * Managing effectively an average of 15M SAR campaigns budget annually by applying economies of scale. |

**Senior Account Executive | Saatchi & Saatchi, Riyadh KSA *Aug2004 – May2006***

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| * Handling the retail banking campaigns * Handling Corporate territory in SAMBA * Meeting regularly & synchronizing with the client. | * Understand the client vision and requirements. * Transfer the client vision it into creative briefs * Work intensively with Saatchi’s creative & production team to transfer Clients’ vision into reality |