

# Mohammed Al-Oufi

## Marketing Specialist

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 Saudi Arabia

### SUMMARY

A marketing expert, I bring a strong desire to contribute positively to the workplace and leave a lasting impact. With a Bachelor's degree in Marketing and various courses under my belt, I possess a solid foundation in digital marketing, social media marketing, and data analysis. My skills in communication, problem-solving, and leadership enable me to excel in fast-paced environments. I am excited to leverage my skills to drive success in any marketing role.

### EXPERIENCE

Despite my limited prior experience, I possess a strong desire to contribute positively to the workplace, leaving a meaningful impact and attaining notable achievements. I am adept at swiftly adapting to diverse work environments and accomplishing new goals.

### EDUCATION

#### King Abdulaziz University | Saudi Arabia

Bachelor's Degree of Marketing | 2019 – 2024

- Use data & market research to understand trends, analyze the market, & develop marketing strategies.
- Develop communication, negotiation & persuasion skills to deal with customers & business partners.
- Understand basic marketing concepts such as the market, needs, wants, and requests.
- Develop practical marketing skills such as digital marketing and social marketing.

### OTHER

#### • Courses:

- Comprehensive Marketing Training Diploma. (CMTD) | May 2024.
- Successful Selling Skills Course | Doroob Platform | March 2024.
- Excel Course, Training on Data Analysis Skills Using Excel | March 2024.
- Sales & Marketing Course | Doroob Platform | January 2024.

#### • Technical Skills:

- Digital Marketing.
- Social Media Marketing.
- E-Commerce Marketing.
- Data Analysis.
- Customer Relationship Management - CRM.
- Report Writing.
- Root Cause Analysis.
- Interactive & Experiential Marketing.
- Proficiency in Microsoft Office Suite.
- Strong General Computer Skills.

#### • Soft Skills:

- Communication.
- Problem-Solving.
- Attention to Detail.
- Decision-Making.
- Leadership.
- Critical Thinking.
- Analytical Thinking.
- Time-Management.
- Flexibility and Adaptability.
- Collaboration and Teamwork.

#### • Languages: Arabic, English.