

# Nemar Albasrawi

## CSR & Sustainability Manager

Corporate Affairs and Sustainability professional with a strong track record of leading impactful CSR initiatives and strengthening organizational culture across industries including, retail, quick service restaurants, and creative agencies. Skilled in developing strategies that align social responsibility with business goals, while driving employee engagement and fostering a culture of inclusion, purpose, and accountability. Experienced in managing stakeholder relationships and forming strategic partnerships with government entities and community organizations. Proficient in ESG reporting, internal and external communications, and cross-functional collaboration. Committed to delivering measurable impact through responsible business practices and values-driven leadership.

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 Jeddah, Saudi Arabia

## WORK EXPERIENCE

### CSR & Sustainability Manager

PANDA RETAIL COMPANY

03/2025 - Present

*Responsibilities:*

- Built and maintained strong relationships with internal and external stakeholders including employees, local communities, suppliers, and government agencies to ensure alignment on sustainability goals.
- Monitored key sustainability KPIs (e.g., carbon footprint, energy consumption, water usage, diversity metrics).
- Led the development and publication of the company's annual ESG report.

### EMPLOYEE ENGAGEMENT MANAGER

PANDA RETAIL COMPANY

09/2024 - 03/2025

*Responsibilities:*

- Drive initiatives that align with the company's core values, promoting inclusivity, diversity, and a strong organizational culture
- Plan and oversee internal events, such as employee appreciation days, wellness fairs, or other engagement-focused activities to increase employee morale
- Manage employee recognition programs, ensuring timely and meaningful recognition that enhances motivation and performance

### COMMUNICATION & EMPLOYEE ENGAGEMENT ASSISTANT MANAGER

PANDA RETAIL COMPANY

05/2022 - 09/2024

*Responsibilities:*

- Design and execute employee engagement programs to foster a positive work environment and enhance team morale
- Reinforce and promote the company's values and culture among retail staff
- Develop and implement initiatives focused on enhancing the overall well-being of employees

### MARKETING MANAGER

ALGUTHMI TEXTILES

12/2021 - 05/2022

*Responsibilities:*

- Develop and implement comprehensive marketing strategies to enhance the showroom's visibility and drive foot traffic
- Plan and execute promotional campaigns to boost showroom traffic and sales
- Develop and execute strategies for customer retention and loyalty programs

### SENIOR ACCOUNT EXECUTIVE

INFLUENCE BRANDING

09/2020 - 11/2021

*Responsibilities:*

- Act as the main point of contact between the agency and clients, addressing concerns and proactively identifying opportunities for collaboration
- Manage project budgets effectively, ensuring financial targets are met and resources are allocated efficiently
- Oversee the end-to-end execution of creative projects

## SKILLS

- Public Relations
- Event Planning
- Corporate wellness
- Marketing
- Internal Communication
- Crisis Management
- CSR
- Sustainability

## LANGUAGES

Arabic

*Native or Bilingual Proficiency*

English

*Native or Bilingual Proficiency*