

# Ghadah Al Suwaidan

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Highly accomplished professional with a proven ability to drive organizational success through strategic planning and innovative solutions. Recognized for achieving impactful results by optimizing operations and aligning initiatives with overarching goals. Dedicated to contributing expertise in marketing and administrative systems to advance sector growth, enhance efficiency, and support sustainable development.

## EDUCATION

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**Arab Open University - Riyadh, Saudi Arabia**  
Bachelor's Degree in Business Administration, Administrative Systems  
**2021 – Expected 2025**

**Princess Nora University - Riyadh, Saudi Arabia**  
College of Business Marketing Diploma  
**2018 - 2020**

## WORK EXPERIENCE

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**Zahra Association - Riyadh, Saudi Arabia | 3 Months**  
**Marketing Trainee**

- Successfully developed marketing strategies during training at Zahra Association, enhancing department visibility and outreach.
- Completed a self-development course, applying learned techniques to improve communication and leadership skills.
- Designed and implemented a social media marketing plan, boosting engagement through advanced strategies.
- Optimized department operations through problem-solving and active team participation.
- Improved marketing campaigns by aligning strategies with organizational goals and audience preferences.

## TRAINING COURSES

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- Data Analysis Training – STC | November to December, 2024
- Digital Marketing and Campaign Management Certification – Edraak Platform | August 2023
- Social Media Communication Workshop (3 Days) | 2021
- Advanced Social Media Marketing Strategies – Zahra Association (Online) | 2020
- Self-Development Program – Zahra Association | 2020

## SKILLS

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### Technical Skills

- Social media marketing
- Advertising strategies
- Microsoft Office proficiency
- Data analysis
- Digital campaign management
- Administrative systems

### Soft Skills

- Strong communication
- Problem-solving
- Teamwork and collaboration
- Time management
- Adaptability
- Creativity and innovation

## LANGUAGES

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- Arabic: Native
- English: Fluent