

Shahad Alzaid

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OBJECTIVES

Actively pursuing a Digital Marketing Specialist position to support a company in achieving marketing objectives and driving brand visibility, market expansion, and revenue enhancement.

EDUCATION

Imam Mohammad Ibn Saud Islamic University
Bachelor of Business Administration in Marketing

August 2020 – Expected Graduation June 2025
Riyadh, Saudi Arabia

- GPA: 4.50/5 (second class honor)

WORK EXPERIENCE

444 Marketing Agency

June 2024 - September 2024

Project manager

- Contributed to the development and writing of the agency's identity, enhancing its brand presence and communication strategy
- Formulated marketing campaigns and development strategies to enhance Digital presence
- Produced original, creative content for promotional advertisements and marketing materials

Maddah Marketing Agency

October 2023 - March 2024

Campaign supervisor

- Oversaw the execution of 70+ marketing campaigns, ensuring strategic alignment and professional delivery while optimizing client engagement and achieving measurable results
- Worked with 50+ clients including Jahez Group, Shawarma House, Laverne, The Chefz, and more
- Demonstrated experience in leading a team and effectively delegating tasks

Maddah Marketing Agency

May 2023 - September 2023

Project manager

- Executed 25+ digital campaigns, ensuring client satisfaction
- Experience in writing and planning content
- Led digital campaigns for a food and beverages client, successfully exceeding targets by fourfold

SKILLS

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|---------------------------|---|
| • Communication skills | • Market research and analytics |
| • Leadership skills | • Microsoft office skills |
| • Management skills | • Data analysis |
| • Teamwork skills | • Digital marketing campaigns and promotion |
| • Creative writing skills | • Attention to details |

Languages

- Arabic: Native proficiency
- English: Fluent