

NAJLA SAAD ALZAID

Marketing | Business
Management

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SUMMARY

Talented and hardworking senior graduate, looking for an opportunity to practice what I learned by having my cooperative training and most importantly get a real world experience.

EDUCATION

King Saud University

Bachelor Degree of
Marketing
2020 - present

SKILLS

- Management skills
- Work ethics and social responsibility
- Microsoft Office
- Leadership
- Time management
- Flexibility

LANGUAGES

- Arabic
- English

PROJECTS

- **Consumer Behavior**

Study of different consumer behavior patterns

- **Marketing research**

How to conduct important research in marketing

- **Entrepreneurship and Innovation**

Starting a project from scratch and working on operational, financial and marketing plans

- **Marketing Communications**

Conducting an advertising campaign

- **Product Management**

Distribution and marketing facilities management

- **Strategic marketing**

Analyzing the situation and doing SWOT analysis and strategic planning