

# Raghad Alsalamah

Riyadh, Saudi Arabia • (+966) 555717567 • Ralsalamahh@gmail.com • [LinkedIn.com/in/raghad-alsalamah](https://www.linkedin.com/in/raghad-alsalamah)

---

## **SUMMARY**

Ambitious senior Business Administration student with an outstanding academic track record and previous hands-on experience. During my university journey, I have completed several impactful projects, including launching an e-commerce entrepreneurial project, working as a Business Administration Intern, and leading the Public Relations team at the Entrepreneurship student club at university. I aim to further enhance my skills and industry knowledge by pursuing a COOP training program in a dynamic and innovative environment.

## **EDUCATION**

**Al-Imam Mohammed Bin Saud University**, Riyadh, Saudi Arabia | GPA 4.70 / 5.0 August 2020 – June 2025

*Business College – Bachelor's degree in Business Administration – Management Information Systems concentration.*

**Academic City Schools**, Riyadh, Saudi Arabia | GPA 98.4 / 100

August 2017 – May 2020

*High school diploma – science track | ranked 2nd highest Qudorat exam score at school (88/100).*

**Misk Skills**, Riyadh, Saudi Arabia

May 2022 – June 2022

*Completed (4) self-paced comprehensive courses focused on critical skills needed in early career, including effective communication, project planning, design thinking, and data analysis.*

## **WORK EXPERIENCE**

**SAP (Software Trading)**, Riyadh, Saudi Arabia.

June 2024 – August 2024

*Business Administration Intern*

- **Developed Semi-Annual Newsletter:** Created and implemented a semi-annual newsletter summarizing all events held during the first half of the year and providing details on events scheduled for the second half, including comprehensive information on each event, outcomes, and results achieved.
- **Internal Digital Awareness Campaigns:** Organized and executed internal digital awareness campaigns, contributing to increased engagement and enhancing employees' knowledge of digital tools and strategies.
- **Agency Coordination and Event Documentation:** Compiled a comprehensive guide of partner agencies, detailing their locations and capabilities. This facilitated the selection of the appropriate agency in any country, clarified their areas of expertise, and provided effective communication methods.
- **Content Editing and Event Support:** Edited and refined event advertisements and descriptions, enhancing the clarity and appeal of the text

**Entrepreneurship Student Club**, Riyadh, Saudi Arabia.

August 2021 – April 2024

*Public Relations Head, Al-Imam Mohammed Bin Saud University*

- Organized team efforts in establishing a social media presence for the club; distributed tasks among team members.
- Grew Twitter, Instagram, and TikTok account following to more than 500 active followers; contributed to greater student engagement and attendance in club events and workshops.
- Led many brainstorming sessions with PR team members to ensure we always publish engaging content.

**Misk Foundation Virtual Work Experience**, Riyadh, Saudi Arabia.

January 2023 – August 2023

*Junior Associate*

- Completed (3) work experience programs to develop greater familiarity with responsibilities of each career option; finished the first project an entry-level employee would complete at BCG, STC, and Misk Foundation.
- BCG – assessed Saudi market attractiveness for investment in the luxury hotels industry.
- STC – conducted data analysis in Excel to gain insights about customer segments and their preferences.
- Misk – learned about project manager's responsibilities; practiced using specialized tools for monitoring progress.

**Riyadh Retail Company Ltd.**, Riyadh, Saudi Arabia

October 2020 – January 2022

*Founder*

- Launched a retail business as 3rd-party seller on regional and international e-commerce platforms (e.g., Noon)
- Performed a feasibility study including, defining the target market, estimating its size, benchmarking competitors' best practices, and identifying gaps in the market to capitalize on.
- Developed and continuously updated an Excel tracker for products' prices on regional e-commerce websites and their bulk prices internationally; leveraged price discrepancies by offering over-priced items.
- Offered exceptional customer service to maintain high rating for my store on e-commerce websites.
- Issued Commercial register; in compliance with e-commerce websites' terms & conditions.

## **SKILLS AND LANGUAGES**

**Technical Skills:** SQL, JavaScript, HTML, C++, CSS (advanced).

**Skills:** Excel data analysis, feasibility study, research and benchmarking, organization, project management, E-marketing.

**Microsoft Office:** Word, Excel, PowerPoint (advanced).

**Languages:** Arabic (native), English (full business fluency).

**Soft skills:** leadership, relationship management, reliability, agility, presentations, sense of project ownership.