

Saud M. Alrasheed

Married and father of one kid.

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Syrian - 21\01\94

PROFESSIONAL EXPERIENCE

Product Portfolio Management • Brand Specialist

Marketing Home Groupe.

Dec\2021– Present.



Responsibility:

- i. Working closely with the marketing and public relations teams to create and execute company and product branding campaigns.
- ii. Managing the company's online presence (e.g., social media accounts and company websites)
- iii. Developing marketing strategies for new product launches
- iv. Creating marketing strategies for new product launches (GTM Strategy)
- v. Researching market trends to align products with sales opportunities.
- vi. Developing revenue of the brand in collaborating with sales department by meeting B2B client to determine what customer needs to achieve.
- vii. Follow up on sales for brand items to make the decision repeat the order or to avoid.
- viii. collaborating with sales team we Present the product/Service and assist the client with implementation.
- ix. Follow up on sales for brand items to make the decision repeat the order or to avoid.
- x. Examine current/new arrival product conduct market research if there is manufacturing error.
- xi. Attend technical classes to learn the specification of new products.
- xii. Responding to customer inquiries and complaints in a timely and professional manner.
- xiii. internal procedures, cooperate with other departments in receiving new shipments by preparing documents for the supply chain and logistics.

Marketing Department • E-commerce & Digital Marketing Specialist

Marketing Home Groupe.
Oct\2019–Dec\2021



Responsibility:

- I. Overseeing design and Developments of Website
- II. Monitor web analytics and internal data sources.
- III. Design and Execute Roadmaps
- IV. Developing SEO/PPC Strategy/Marketing Plans
- V. Quality Control and Assurance
- VI. Lead team and Progress Monitoring
- VII. Budget Effectively

Marketing • Marketing Specialist

Jan\2017–Sep\2019



EDUCATION

AOU - Arab Open University, Saudi Arabia, Riyadh

Business Administration Bachelor – 2.7 OF 4 – Graduated



CPL - Paris Air School, United states, Florida

Flight Crew – 90 OF 100 – Graduated



EMBRY-RIDDLE
Aeronautical University

ENG - Lincoln University, Malaysia, Kota Bharu

Diploma of English Language and Literature, General – Level 5 OF 6 - Graduated



Ajyal Alyarmook Privet School, Saudi Arabia, Riyadh

High School – Percent Grade 93 OF 100

Certificates

- Certified as, - Search Ads 360 - **By Google** – 2020
- Inbound marketing **By Hub Spot** - 2020
- Certified as, - Business Representative **By LinkedIn** – 2021

