

## Saud M. Alrasheed

Married and father of one kid.

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Syrian - 21\01\94

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### **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



### **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

