

Eman Alghamdi

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Personal Details:

Female ▪ Single ▪ Saudi Arabian

Digital Transformation Leader

Digital Marketing / Product & Business Development / Profit Optimization

Process Improvement / High Growth and Established Organizations / Project & Campaign Management

Dynamic and result-oriented professional with 10+ years of experience in developing and implementing strategic marketing plans and overseeing business development. Highly skilled in driving overall brand strategies, data analysis, launching digital marketing guidelines and managing marketing projects from conception to completion. Adept at achieving multiple projects, guiding customers, rebranding company and building robust relations with global teams and suppliers.

Possess analytical decision-making skills with a commitment to work effectively with both internal and external partners to maximise customer satisfaction and retention rates. Remarkable efficiency in delivering exceptional leadership with keen focus on building top performing team.

Areas of Expertise:

- Business Management Operations
- Budgeting & Resource Management
- Product Marketing & Management
- Project & Programme Management
- Customer & Key Account Acquisition
- Sales & Marketing Initiatives
- Business Development
- Branding/Sponsorship
- Insights & Customer Retention
- Regulatory Compliance Assurance

Professional Experience

NTF Group for Logistics Solutions. – Jeddah, Saudi Arabia

Marketing Manager (Apr 2019 to Present)

Led social media setup, content creation, SEO activities, SMO activities, websites development and optimisation.

Steer marketing research, strategic plans and marketing analysis using different methods. Manage editing materials using graphic designs before it goes to production.

- Successfully achieved sales and marketing goals through different activities and tactics.
- Coordinated with vendors, suppliers through my team with good negotiation level to get best prices.
- Contributed in Dakar 2020 by maintaining good communication with AOS organizers to prepare the participated staff in the rally.

ICAD. – Jeddah, Saudi Arabia

Marketing and Business Development (Jan 2019 to Apr 2019)

IFAS a new born facility management company under ICAD's umbrella with a noticeable presence in the market by competing with reputed names in the field.

Developed visual company's identity from conception to completion and reflected it on the corporate's interactions internally and externally. Oversaw new marketing initiatives, formulated quotes and proposals for clients.

- Prepared the administrative documents like SOP for each division to get ISO certificates.
- Successfully integrated management system IMS with limited resources and managed the whole project of applying certifications of ISO 9001, 14001, 45001 and 41001.

Damac Properties Co. – Jeddah, Saudi Arabia

RELATIONSHIP MANAGER – MARKETING & SALES (Jan 2018 to Dec 2018)

Steer business development and client management requirements including major customer management, sales, and marketing execution.

Establish new business opportunities and achieve challenging goals. Maintain brand image and overall business development and manage e-commerce projects. Analyse market trends to enable effective business decision making. Endorse company by utilising advanced digital trends and technology. Conduct market analysis to determine market conditions, competitor data, and customer behaviour.

Selected Contributions:

- Collaborated with prospective clients to secure new business and built strong relationships with customers to repeat business.
- Established in-depth business knowledge and offered appropriate solutions.
- Devised campaigns to enhance business levels.
- Provided resolution to complex customer queries and delivered excellent customer services to all parties.

TEAM TIME COMPANY (TTCO). – Jeddah, Saudi Arabia

Retail Customer Relationship Manager (Jan 2016 to Jan 2018)

Orchestrated sales and marketing requirements, which includes customer relationship management and organisation of marketing initiatives.

Administered recruitment and training of high performing team. Oversaw all aspects of marketing and customer relationship building. Initiated marketing strategy, conceived email marketing, revamped digital/media approaches and established strategic alliances with key clients. Organised chaired meetings, solved problems, shared ideas, promoted best practice, and built robust relationship with clients to enhance efficiency and productivity.

Selected Contributions:

- Successfully established and boosted digital campaigns to secure leading sales targets.
- Set goals and improve service levels, originated strategy, policies, and procedures; increased reporting and service standards.
- Critically analysed data, devised and delivered reports; improved the accuracy and availability of information, allowed effective business decision making.
- Identified skills gaps, delivered training, and improved abilities to achieve business targets.

Additional experience as SALES ADMINISTRATOR (2015 to 2016), Liwan Marketing Company, Tatweer. – Jeddah, Saudi Arabia
QA Leader / Operation & Outsource Coordinator (2013 to 2014) and **Quality Assurance Executive** (2008 to 2013), Aramex, Saudi Arabia

Education and Credentials

Master of Business Administration (MBA) • King Abdul-Aziz University – Jeddah, Saudi Arabia

Bachelor of Science in Physics • University of Dammam – Dammam, Saudi Arabia

General Diploma, Education

Diploma, Applied Computing Certificate

Professional Associations

QMS Documentation (ISO 10013:9001) | QMS & Internal Auditor (ISO 9001:2008) | Entrepreneurial Management Programme | University faculty at EFMD Team Meeting with KAU

Executive MBA project, KAU | Team Building | Certificate, First Aid

Languages: Arabic (Native) | English (Proficient)