

MOHAMMAD ALI

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Civil ID: 479624903168

Education

Bachelor of Business Administration – Marketing
Kuwait University, College of Business Administration
Alumni, Class of 2023
GPA: 3.20

Experience**Marketing Intern**

Kuwait Telecommunications Company (STC), Kuwait City
June 2023 – September 2023

- Assisted in developing and executing marketing campaigns to promote new products.
- Conducted market research and analyzed consumer behavior to identify trends.
- Collaborated with the social media team to create engaging content that increased follower engagement by 20%.
- Supported the development of marketing presentations for key stakeholders.

Sales Assistant (Part-Time)

Retail Store, Kuwait City
January 2022 – May 2022

- Interacted with customers to understand their needs and provided tailored product recommendations.
- Contributed to a 15% increase in monthly sales through upselling and excellent customer service.
- Managed product displays to ensure an attractive and organized store layout.

Skills

- Digital Marketing Strategies

- Market Research & Data Analysis
- Social Media Marketing (Instagram, Facebook, LinkedIn)
- Content Creation & Brand Management
- Customer Relationship Management (CRM)
- Microsoft Office Suite (Excel, Word, PowerPoint)

Activities

- **Member, Marketing Club** – Kuwait University
 - Organized events and workshops focused on branding, advertising, and social media strategies.
- **Volunteer, Local Business Promotion Campaign**
 - Assisted small businesses in creating marketing plans and improving visibility.
- **Sports Enthusiast**
 - Regularly participate in football and swimming to maintain fitness and teamwork skills.

Interests

- Brand Development & Consumer Behavior
- Social Media Content Creation
- Digital Advertising & Campaign Management
- Traveling and Exploring New Cultures
- Fitness, Football, and Swimming