Turki Saeed

Full-Stack Marketing Technologist

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CAREER PROFILE

As a dedicated marketing professional with a strong foundation in multimedia and advertising, I am passionate about transforming creative ideas into compelling, real-world experiences. Since 2012, I've had the privilege of collaborating with dynamic teams to craft unforgettable campaigns for renowned brands such as AXA Insurance, GatherIn App, and King Khalid International Airport. My expertise spans across content creation, branding, video editing, visual effects, and software & web development, all with a focus on fostering authentic connections with audiences. Driven by a continuous thirst for knowledge, I thrive in environments where teamwork and innovation come together to turn visionary ideas into impactful outcomes.

SKILLS

Languages: Arabic (Native Level), English (Advanced).

- Designing & Branding **87%**
- Market Research & Analysis **75%**
- Digital Assets Management **91%**
- Emotional Intelligence **85%**
- Problem-Solving & Decision-Making **85%**
- Planning & Organization **95%**
- Negotiation & Persuasion **79%**
- Programing & Software Developer **83%**

WORK EXPERIENCE (9 YEARS) *See linkedin for job history*

Project Manager   **Riyadh, KSA**
Tajreed Marketing Agency, Branding & Advertising   *Jun 2021- March 2023*

- Started as a graphic designer providing impressive visual content and staying up to date with project milestones.
- Communicate proactively with clients and summarize briefs and daily tasks for team members.
- Generating diverse conceptual options and presenting them to clients for feedback or approval before publishing.
- Got promoted to project manager, encouraging the team to meet project deadlines, and fostering creativity.
- Managing tasks and projects on the Monday Platform, to nurture sharing and creativity among the team.
- Staying updated with the industry trends and providing marketing research studies for potential clients.
- Preparing presentations & reports, and attending meetings with clients among Tajreed team members including senior managers to collaborate on a common goal to reach an agreement.
- Contributed to support the team in replying to comments and feedback during Eid holidays to sustain the process of customer relationship management (CRM).

EDUCATION & COURSE CERTIFICATIONS

Multimedia University || MBA - Master of Business Administration   *Cyberia, Malaysia*
                                                                                        2013- 2015

Introduced to different business perspectives which are : Entrepreneurship. - Strategic Management. - Global Marketing. - Marketing with multimedia. - Marketing for Managers. - Economics for Managers. - Finance for Managers. - Accounting for Managers. -Research Methodology - Consumer Behavior - Quantitative Analysis.

Limkokwing University || Bachelor Degree in: Creative Multimedia   *Cyberia, Malaysia*
                                                                                        2007- 2012

The skills learned during my studies of multimedia are : Video editing, Camera Videography, Photography, Audio Editing, VFX animation, 3D modeling, Digital Designs, and Web programming.

                                                                                        Riyadh, KSA
                                                                                        Feb - May 2024
Saudi Digital Academy x Integrify Academy || Software Development Program

- Focused on frontend development with JavaScript, TypeScript, and React.js.
- Built backend for web-based applications with frameworks such as C#, ASP.NET Core, Npgsql.
- Learned new concepts such as API development documentation and version control with GitHub.