

FATIMA AL-ZAHRA

Marketing Manager

Jeddah, Saudi Arabia

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PROFESSIONAL SUMMARY

Dynamic marketing professional with 7 years of experience in digital marketing, brand management, and team leadership. Proven track record of increasing brand awareness and driving revenue growth through innovative marketing strategies.

CORE COMPETENCIES

- Digital Marketing Strategy
- Social Media Management
- Content Creation & Marketing
- Brand Development
- Team Leadership
- Data Analytics
- Campaign Management
- Customer Relationship Management

PROFESSIONAL EXPERIENCE

Marketing Manager | Luxury Brands Group | 2020 - Present

- Developed and executed comprehensive marketing strategies for luxury retail brands
- Led team of 8 marketing professionals across multiple product lines
- Increased social media engagement by 150% through targeted campaigns
- Managed annual marketing budget of \$2M and achieved 25% ROI improvement

Senior Marketing Specialist | E-commerce Solutions | 2018 - 2020

- Created and managed digital marketing campaigns across multiple channels
- Analyzed customer data to optimize marketing performance
- Collaborated with product teams to launch new product lines
- Implemented marketing automation tools and processes

Marketing Coordinator | Retail Chain | 2016 - 2018

- Supported marketing campaigns and promotional activities
- Managed social media accounts and content calendar
- Coordinated with external agencies and vendors
- Tracked and reported on campaign performance metrics

EDUCATION

Master of Business Administration (Marketing) | King Abdulaziz University | 2014 - 2016

Bachelor of Business Administration | King Abdulaziz University | 2010 - 2014

CERTIFICATIONS

- Google Analytics Certified
- HubSpot Content Marketing Certified
- Facebook Blueprint Certified
- Digital Marketing Institute Certified

ACHIEVEMENTS

- Marketing Campaign of the Year Award (2022)
- Top Performer Award for Q3 2021
- Led successful product launch generating \$5M in first-year revenue

LANGUAGES

- Arabic (Native)
- English (Fluent)
- Spanish (Intermediate)