

Abdulaziz Alharbi

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Profile

Ambitious individual seeking an opportunity to expend my knowledge and improve my skills by being passionate, creative and hard working person who is ready for a challenging environment

Education

Bachelor of Management Information System

King Saud University 2016-2021

GPA: 4.04/5

Professional And Experiences

Digital Marketing | Web Administrator | Riyad Bank Feb 2022 - until now

* ROLES & RESPONSIBILITIES :

- Manage and facilitate Internet and intranet initiatives related to the Riyad Bank and Riyad Bank affiliate's websites
- Ensure that the website goals set by respective business lines are met
- Develop , maintain , and ensure availability and effectiveness of technical functionality and content of the websites (internet and intranet)
- Regularly update the bank's websites using a content management system to ensure content accuracy and integrity
- Ensure content created is accurate and meets final copy requirements
- Ensure all content created fulfills the bank brand guidelines
- Optimize images and files for digital use - Identify opportunities for continuous improvement of processes and practices taking into account international best practices, improvement of business processes , cost reduction, and productivity improvement
- Utilize Google Analytics , report , and analyze website analytics
- Ensure SEO best practices are properly implemented on newly developed codes , web pages, and campaign landing pages - Recommend changes to website architecture , content , linking, and other factors to improve SEO positions for target keywords .
- Implement and manage emails campaigns
- Prepare Google Analytics reports evaluating the bank's website traffic and conversion
- Coordinate with the digital media agency to launch online marketing campaigns
- Work closely with social media team
- Work closely with the development team to support
- Doing a full benchmark between the banks locally and internationally.
- As I am the owner of a public website doing a revamping on a new public website
- Create new features to be easy to navigate for the customers
- Weekly meetings with all stakeholders of the public website to solve all relevant subjects
- Dealing with the vendor of a new public website

Business Analyst Trainee, Fintech Saudi & Banque Saudi Fransi Jun 2021 - Dec 2021

As a part of the Saudi Fintech internship program, I've joined Banque Saudi Fransi In Group Strategy & Digital as COOP, whereas I worked As Agile Business Analyst in Fintech Project.

Fintech Saudi:

- Building a new innovative Fintech idea (Digital Kids Bank Application)
- Session every week with experts in Fintech

Banque Saudi Fransi:

- Creating & Writing BRDs after reading and analysis the Requirements
- Finalizing workflow, After analyzing the BRD
- Conducting a fully detailed UT (user acceptance testing), reporting bugs after exploring the application then rise it on Jira
- Writing Positive scenarios & Negative scenarios for the UAT
- Session every two weeks with experts in Banking sector
- Project coordinator Between BSF and 3rd company For UAT
- Data dictionary for every input in BRD

Customer service, Alinma bank Sep 2018 - Nov 2018

- Call and Communications with the customers about the new offers, ask for their acceptance about the offers.

Certificates

Business Analytics Nanodegree | Udacity
Misk Academy x Udacity Nanodegree Program

Business Analysis Fundamentals | Udemy

Agile Business Analysis | Udemy

Project Management for IT | Study.com

Skills

- Jira
- SQL
- Tableau
- Power BI
- Communication Skills
- Analysis & Reporting
- Organized
- User story
- UAT
- Workflow
- Miro
- Microsoft excel

Volunteering

Wonderland Deja Vu, Organizer 2018

Wonderland, Organizer 2017