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# Yazed Hajjar

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**EXPERIENCE** Full time

## **Bona Fide:**

Sr.Marketing specialist: October 2022-present:

- Identify client RFP and create a technical and financial proposal.
- Create Marketing plans for exciting clients.
- Work with the internal marketing team to identify and come up with marketing solutions for exciting clients to cross-sell new services.

## **Mohtwize:**

Sr.Account manager: April 2021 - April 2022:

- Assist the account management team to follow the workflow for all clients.
- Negotiate services offered to the client with the sales team to get the best outcome for mohtwize.
- Create SLA for each client to be suitable and manageable.
- Managing over 1M Riyal clients from signing the contract until closing the project.
- Designing the roadmap for the clients with the team including (content - design - marketing - finance - audio)
- Initiate communications with new potential clients to establish relationships and get to know the most current updates on the market and keep business units posted.

## **Saudi Information Technology Company "SITE":**

Partnership Relation Specialist: July 2019 - March 2020:

- Work closely with all business units to assure activating their services with the help of our partners.
- Initiate communications with new partners to establish relationships and get to know the most current updates on the market and keep business units posted.
- Work with the partnership team to evaluate our partners regularly.

## **AlMosafer:**

Partnership Specialist: September 2017 - January 2019:

- Leading all communications with Almosafer Partners in GCC.
- Initiator, Executer, Monitor and evaluate marketing campaigns.
- Supervise and review content and designs for all campaigns.
- Work closely with the CRM team to achieve the highest results and stay on top of our customer's minds.

## **Cambly:**

Digital Marketing Specialists: December 2016 - August 2017:

- Planned and Execute digital marketing campaigns.
- Manage and monitor social media activities.
- Part of a team that built the brand and grew in MENA.
- Worked as a team with IT to improve customer experience.
- Supervised and activated marketing initiatives within our budget.

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## EXPERIENCE Part-time

### Rayz: Marketing Agency

Account manager: February 2019 - June 2019

- Exploring opportunities with new clients through my connections.
- Developing new marketing ideas with existing clients.
- Write an SLA that fits the client's and Rayz's needs.
- Briefing each department about the tasks needed to be delivered

### Ava: Water company

Marketing manager: November 2020 - February 2021

- Develop the marketing strategy
- Create marketing plan
- Oversees all the marketing activities and measures them.
- Set up KPIs to follow.
- Define the budget needed to achieve the plan.

## EDUCATION

### Mount Saint Vincent University

August 2016 - Halifax - Canada

#### Bachelor of Business Administration (Marketing):

Member of business and tourism society, helped the team to collect budget to fund the society as well as planned and organized university events for multinational students.

## SKILLS

## LANGUAGES

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| <ul style="list-style-type: none"><li>▪ Plans and executes effectively</li><li>▪ Project management</li><li>▪ Budgeting</li><li>▪ Self-monitored</li><li>▪ Goal oriented</li><li>▪ Team motivator</li><li>▪ Problem solver</li></ul> | <ul style="list-style-type: none"><li>▪ English: Fluent</li><li>▪ Arabic: Native</li></ul> |
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