**OMAR AL FARAIDI**

**DOB:** December 10, 1987

**Nationality:** Saudi

**Address**: Riyadh, Saudi Arabia

**Mobile**: +966568927949

**Email:** [omar.alfaraidi@gmail.com](mailto:omar.alfaraidi@gmail.com)

Seeking an opportunity to develop and pursue a career with a progressive company where I can continue to provide strong leadership. My strengths lie in my ability to implement strategic marketing plans, identify new market opportunities, initiate product and service introductions and negotiate partnerships to drive sales and revenue growth. I’m a creative and positive thinker with excellent communication skills. Very organized, responsible and respects company values; And my problem solving abilities make me the perfect candidate for this role.

**WORK EXPERIENCE**

**February 2022 – Present: Maximus Gulf, Riyadh, KSA**

**Digital Marketing and Advertising Manager:**

* Measuring and reporting performance of all digital marketing campaigns and assessing results yielded
* Planning and executing all web, SEO/SEM, database marketing, email, social media, and display advertising campaigns
* Implementing digital best practices to determine opportunities to improve customer experience
* Development of content strategies and action plans to support the strategic objectives of the business
* Creating and implementing digital acquisition strategies tailored to identify new revenue streams
* Introduction and implementation of digital solutions to enhance CX and Operational Excellence

**Key Clients:**

* **Ministry of Human Resources and Social Development**
* **Saudi Human Resources Development Fund**
* **Authority for Persons with Disabilities**

**April 2019 – June 2021: Exa Al-Fanar Ceramics, Riyadh, KSA**

**Digital Marketing and Communications Manager:**

* Establish a Digital Funnel built on generating leads and Identifying opportunities
* Developing the brand’s communications strategy across all digital platforms (Website, Social Media, E-mail) through effective segmentation, targeting, and positioning
* Creating content plans tailored to the targeted audience, whether B2C or B2B backed by situation analysis and market intel
* Enhancement of CX Journey across all touch points governed by a Holistic approach (Internal, Integrated, Performance, and Relationship Marketing)
* Designing campaign frameworks and establishing KPIs to monitor progress
* Capturing data and analyzing insights generated pertaining to Consumer Behavior
* Familiar with SEO/SEM best practices & the use of Google Analytics
* Building action plans on how to further boost the brand’s online presence using organic and paid means
* Familiar with multiple CMS tools such as Social Sprout and Hoote Suite

**MAY 2018 – April 2019: Hashtag Social Media Agency, Riyadh, KSA**

**Digital and Social Media Manager:**

* Deliberate planning and goal setting
* Development of brand awareness and online reputation
* Content management
* SEO (search engine optimization) and generation of inbound traffic
* Administrate the creation and publishing of relevant, original, high-quality content.
* Create a regular publishing schedule.
* Leverage the right tools to manage content.
* Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
* Promote content through social advertising.

**Key Clients:**

* **General Entertainment Authority - KSA**
* **General Cultural Authority – KSA**
* **Riyadh Cables Group**

**APRIL 2015 – MAY 2018: SHELL, RIYADH, KSA**

**Senior Marketing & Communication Specialist:** *Downstream Lubricants Business - B2C Department*

* + Develop, maintain and implement Marketing strategies and plans for target sector and handle respective business and communication briefs with Advertising, Digital & Activation Agencies
  + Ensure all marketing campaigns are fully integrated into the sales pipeline process and evaluated in terms of return on investment
  + Actively seek industry tender/bid opportunities and rally the organization around delivering the appropriate CVP needed to win opportunities
  + Conducting extensive research in order to gather data & insights from the market place.
  + Manage a Marketing Budget with complete transparency and clear KPIs
  + Prepare and manage technical seminars, global/local events and sponsorships
  + Take an active role in managing digital platforms from Social Media Pages to company Website/Microsites
  + Assisting in the formulation of strategies to build a lasting digital connection with consumers
  + Planning and monitoring the ongoing company presence on social media
  + Launching optimized online advertisements to increase company and brand awareness

**JULY 2013 – APRIL 2015**: **MAADEN ALUMINIUM COMPANY, KHOBAR, KSA**

**Human Resources Operation Specialist:**

* Conducting job evaluations
* Advising managers on recruitment and selection strategies
* Coordinating the appointment process for successful applicants
* Negotiating terms and conditions of employment with staff
* Providing advice and playing a major role in work reviews and change processes
* Updating and maintaining the HR Information System data
* Write and present information briefings on a range of HR related topics
* Advising on staff development
* Contributing to the continuous improvement of HR systems and practices
* Consulting on issues related to workplace relations and performance management
* Providing advice and assistance on policies, procedures, legislation, and enterprise agreements
* Identifying Human Resources needs pertaining to the company’s yearly Man Power Plan

**SEPTEMBER 2011 – JUNE 2013: INGEUS DELOITTE**, **RIYADH, KSA**

**Job Advisor:**

* **Key duties when working with job seekers as a job advisor:**
* Identifying their skills and strengths
* Developing realistic job goals and individual action plans
* Coaching and confidence building
* CV preparation, job matching and interview preparation
* Employer engagement
* Job placement and in-work support

**APRIL 2011 – JUNE 2011: PROMOSEVEN, RIYADH, KSA**

**Internship**:

* Check the status of each client's job(s) in the creative department and verify the jobs will be complete on time
* Contact each client at least once a day to discuss current and upcoming projects
* Review and present concepts/layouts/copy to the client for approval
* Communicate client's feedback to the creative department

**JUNE 2010 – AUGUST 2010: AL-MAWARID BANK, BEIRUT, LEBANON**

**Internship**:

* Thorough research on various credit card products and offers made by competitor banks
* Contributed at organizing and managing numerous events held by the Bank
* Assisted at writing and delivering relevant content for the Banks website
* Assisted the product development team on multiple projects
* Worked with the customer care/call center unit

**EDUCATION**



**IE University MBA** – Madrid, Spain - **2023**

**B.A in Business Administration** “American University of Beirut” – Beirut, Lebanon - **2011**

**General Saudi Secondary Education** “Najd National School” – *Riyadh, Saudi Arabia –***2005**

**LANGUAGES AND SKILLS**



**Languages**: Fluent in English, Arabic and French

**Computer Skills**: Microsoft office Word, Excel, Power Point