

# Othman Alzanki

## Banking Marketing Specialist

Senior marketing specialist with over 12 years of experience in the banking and financial services sector, delivering structured and compliance-aligned marketing strategies that strengthen brand credibility, support customer acquisition, and drive sustainable business growth. Proven ability to translate complex financial products into clear, customer-focused messaging while adhering to regulatory and governance standards.

## Core Competencies

- Banking Marketing Strategy
- Customer Acquisition & Retention
- Performance Measurement & KPIs
- Campaign Planning & Execution
- Compliance-Aligned Messaging

## Professional Value Proposition

- Design marketing strategies tailored to regulated banking products and services
- Ensure full alignment with compliance, governance, and regulatory frameworks
- Strengthen brand trust through transparent and responsible communication
- Focus on measurable results and continuous performance optimization

## Selected Experience

### Banking Marketing Campaigns

- Planned and executed integrated marketing initiatives for financial products and services
- Developed messaging frameworks suitable for regulated financial environments
- Monitored campaign performance and refined strategies based on analytical insights
- Participated in marketing initiatives and projects aligned with Central Bank of Kuwait (CBK) guidelines and programs

## Certifications & Professional Training

- Anti-Money Laundering (AML) – Banking Union Training Programs
- Compliance & Regulatory Frameworks – Banking Union Training Programs

## Professional Approach

My professional approach is grounded in structured planning, regulatory awareness, and data-driven execution. Each engagement begins with a comprehensive understanding of the banking product and target audience, followed by disciplined implementation and continuous optimization to ensure alignment with both business objectives and compliance requirements.