

Hala Abdullah El-Abdul Karim

Marketing Specialist

Contact information:

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Skills:

- The ability to communicate and build relationships
- Work under pressure
- Time management and planning

Objective:

- * Seeking career development, acquiring skills, and achieving the desired goals in the entity working in it.
- * Participation in the development and implementation of marketing plans for Customers, which helps them to reach the desired goals.

Educational Qualifications :

Marketing Diploma - King Saud University.
Overall grade: VERY GOOD

Practical experience :

- Working for EZHALHA company from 23/5/2021 until now.
- Work at SAMNAN holding group from 1/12/2020 until 18/05/2021 AD
- Training at SAMNAN holding group from 02/09/2020 until 26/11/2020 AD

Job duties

- Conducting marketing research to find solutions to consumer requirements, behaviors and habits.
- Providing ideas for creatively developing marketing campaigns.
- Participation in various marketing activities by providing suggestions on developing content and preparing advertising plans.
- Planning for marketing in important events and occasions.
- Communicate with advertising agencies to implement promotional campaigns and select the appropriate ones.
- Cooperating with various departments to present marketing offers to promote the company's brand and products.
- Planning and executing advertising campaigns by defining the appropriate marketing channels (social networks, television advertisements, e-mail) and other marketing channels.
- Participate in the analysis of marketing data (campaign results) in order to help Improve

Training courses :

- Self-development.
- Basics of Digital Marketing. (**GOOGLE**)
- The future path to career preparation. (**Misk**)
 - project management fundamentals (**Virtual Communications Authority Academy**).
 - changing in consumer buying experience towards covid-19 (**Virtual Communications Regulatory Authority Academy**) .
 - The future path for the basics of professional research. (**Mohammed bin Salman Charitable Foundation**).