

Luay Al Dawsari

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Profile

Motivated, self-learner, and public speaker, Marketing and Sales Diploma Graduate, with Knowledge of customer relationship management, excellent communication skills, and experience in sales, marketing, and strategic planning. In addition to a variety of personal skills such as teamwork, leadership, an aptitude for fostering positive relationships with clients and other teams, and the ability to solve problems, besides a record in promotional planning for the Ministry of Culture and World Cup events in Saudi Arabia. Seeking an appropriate opportunity to improve my gained experience and sharpen my skills and abilities.

Education

Diploma in Marketing and Sales

Institute of Public Administration, Riyadh, Saudi Arabia | 2020 - 2022.
GPA: 4.37 out of 5.00

Projects

- Participate in the strategic planning of Jeddah season and the heroes season for electronic sports, and preparing the promotional plans for the Ministry of Culture and World Cup tickets in Saudi Arabia.
- Suggest and work on a project to establish a marketing club at the institute during diploma years.

Work Experience

Cooperative training in strategic planning management

Digital Impact Company, (Lavad) for Influencer Marketing | Mar 2022 - May 2022.

- Assist with administrative in preparing strategic plans, filing documents, delivering reports, and performing other clerical tasks.
- Research work required for strategic management projects.
- Provide business research and data collection to develop an analysis of the improvement of the company's management and efficiency.
- Present reports to senior strategists to help with drafting communications for internal and external distribution.

Influencer Relations Officer

Digital Impact Company, (Lavad) for Influencer Marketing | Dec 2021 - Jan 2022.

- Communicate and manage relationships with influencers.
- Maintain current relations and generate new relations.
- Solve complaints quickly and effectively.
- Aim to preserve influencers and renew contracts.
- Gain solid knowledge of competitors.

Brand Ambassador

Mattak services, Saudi Arabia | May 2020 - Aug 2020.

- Work with sales and marketing team to conceptualize marketing campaigns and strategies.
- Create website and social media content to deliver brand awareness to current customers and attract new ones.
- Establish rapport with customers and vendors.
- Follow customer preferences, metrics, and media campaigns.
- Maintain a positive image of the brand at all times.

Courses

- Media Campaign Preparation Course by Ethra'ai | 2021.
- Emotional Intelligence Course by Ethra'ai | 2021.
- Stress Management Skills Course by Ethra'ai | 2020.
- Effective Negotiation Skills Course by Ethra'ai | 2020.
- Executive Planning Course by Ethra'ai | 2020.

Skills

- Public Relationships.
- Campaign Preparation.
- Marketing.
- Sales.
- Strategic Planning.
- Design.
- Content Writing.
- Communication.
- Teamwork.
- Time Management.
- Negotiation.
- Public Speaking.

Languages

- Arabic (Native).
- English (Intermediate).