






Eman Hassan Al-Suhaimi

BROADCASTER AND MANAGER OF MARKETING DEPARTMENT

personal information

-  Saudi Arabia, Riyadh
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-  Saudi
-  Female

EDUCATION

(2008-2010)
Technical and Vocational Training Corporation
Diploma in Network Technology and Applied Computer Science

LANGUAGES

Arabic ★★★★★★
English ★★★★★★

ABOUT ME

I am a media professional and I am currently working as an experienced manager. Holding certificates in development courses. Presenting successful and fruitful ideas, projects, partnerships and business agreements and getting the highest levels of quality and KPI. My experience in marketing and commercial advertising is 6 years, and I have more than 12 years of experience in the media and entertainment industry at the Radio and Television Corporation. Leading several teams and departments, supervising some development operations and new projects for the authority, managing initiatives and marketing campaigns, and monitoring performance indicators for all projects.

WORK EXPERIENCE

- (2022 to Present) - Broadcasting Authority
Manager of Marketing and Business Development
Creating a strategic and development plan for marketing to reap financial returns and new resources - Analyzing the regulatory, internal and external environment - Making long-term agreements and partnerships with various parties - Preparing and implementing marketing campaigns, setting budgets and project schedules - Holding events, techniques and exhibitions - Follow-up of social media content - Analyzing the labor market And competitors - Work on performance indicators continuously.
- (2021-2023) - Broadcasting Authority – Riyadh
Project manager
Thoughtful planning for projects, full supervision of implementation - distribution of work to all teams.
- (2020-2021) - Jeddah Broadcasting - Broadcasting Authority
Manager of Programs and Content Industry
Conducting customer assessments on the business - examining and training new employees - creating content for marketing and advertising projects - following up the work of digital platforms
- (2018-2019) - SBC Channel - Broadcasting Authority – Jeddah
Manager of Commercial Advertising and Logistics Support
Choosing the right cadres for projects - Coordinating between several sectors and cities and providing work needs - new agreements for the channel of mutual sponsorships, partnerships and advertisements - Giving permissions and permits - Supervising the content industry - Analyzing business data - Performance indicators.
- (2017-2018) - Broadcasting Authority - Jeddah
Manager of Commercial Advertising for Saudi Radio in Arab region
Concluding contracts and agreements for sponsorships and advertisements Creating advertising content - managing entertainment and investment projects - following up content on social media sites.
- (2016-2022) - Jeddah Broadcasting - Broadcasting Authority
TV presenter
Programs: Yalla Nasooq - Mesahsaen – Sehtna- Zaman Altybeen- Sehetak fe Elhaj- Layalina - Weekend - Ebda Sah - Al Mood - Cocktail - Scoop - Art time – Mostaqbalk Ya Dar and review Of Ramadan programs.



Personal Skills

- The ability to work alone or within a team
- Flexibility and ability to solve problems
- Attention to detail and high organizational abilities



Technical Skills

-Data management and analytics: ★★★★★

-Editing and content industry: ★★★★★

-KPI: ★★★★★

-Managing events and marketing campaigns: ★★★★★

-Project management: ★★★★★

-SENSIKA -ZOHO -CLICK UP Programs: ★★★★★

-Microsoft Office programs: ★★★★★

- (2013-2017) - Sports - Cultural channel - Broadcasting Authority
Editor-in-Chief
Preparing complete episodes for the Sabah Sports Program - Al-Duha - with broadcasts and some seasonal programs and national events - supervising the production of programs - selecting cadres and guests, creating the content of creative reports - choosing equipment and filming locations.
- (2014-2016) - Jeddah Broadcasting - Broadcasting Authority
Program Producer
Preparing programs in several sports, cultural and entertainment fields, including the club program – Almadrg - Layalina -Your fame with us and others
- (2010- 2013) - Ajyal Channel - Broadcasting Authority
Executive Secretary
Scheduling appointments and meetings for the channel director - Distributing work and tasks to the work team - Writing minutes, reports and official letters.
- (2008-2011) - Okaz Foundation for Press and Publishing
Journalist
Industry news and press event writing reports, articles and press investigations - media coverage.
- (2016-2023) - Other experiences:
Media trainer and consultant
- Trainer in preparing and creating program content - managing marketing campaigns - programmatic and strategic planning (Broadcasting Authority) - media consultant for the establishment of a media center and training cadres) Western Region Passports, project manager in the Office of Strategic Transformation (Broadcasting Authority) - voiceover and freelancer content creator.



TRAINING COURSES

- 2023 - CBP Strategic Marketing Management - 25 hours
- 2021 - PMP Project Management Professional - 35 hours
- 2020 - An intensive 3-month course to produce the first Saudi soap opera, Al-Mirath series, with the Media Zone in Abu Dhabi - TOW FOUR54 Image nation, MBC channel. Product course- Outlet Course-Digital Producer course
- 2019 - Supply Chain Management and Logistics Operations - 15 hours
- 2019 - Training of Trainers - 30 hours
- 2019 - E-Marketing Strategies 5 hours
- 2019 - Media Production - MBC
- 2018 - The Role of Media in Economy and Finance - SAMA
- 2018 - Writing scripts and scripts - King Salman Youth Center
- 2017 - Women's issues and how they are presented in the media, verifying the sources from Reuters and Al-Waleed Humanitarian Foundation course.
- 2014 - Official Spokesperson and New Media by selection from the Ministry of Culture and the media
- 2010 - Basic journalist course from Al-Madina newspaper
- 2010 - Sign language from Al-Madina newspaper and the Chamber of Commerce and Industry in Jeddah
- 2010- Recent Press from the US Consulate.
- 2010 - Professional photography, Okaz Foundation for Press and Publishing.
- 2009 - A specialized cultural journalism course from the Lebanese newspaper Al-Nahar and the Okaz Foundation for Press and Publishing.
- 2009 - Completed journalistic course from the Lebanese newspaper An-Nahar and Okaz Press and Publishing foundation.