

# Haitham AL-Faqiri

Mobile: 00966537613505, Riyadh, Email: haitham.alfaqiri@gmail.com, Nationality: Saudi

---

## Digital Marketing Manager

Talented Digital Marketing professional with well-organized and data-driven approach to prospecting leads, developing strategies and improving ROI. Proficient in Ad campaigns and social media platforms, SEO optimization and CMS. Good interpersonal, communication and planning abilities. Creative, focused bringing over 16 years of experience in social media marketing to growing organization. Skilled in SEM, pay-per-click advertising, website building, and online content development.

### PROFESSIONAL EXPERTISE

- **Strategic Planning**
- **Social media Management**
- **Brand Awareness**
- **Marketing Analytics**
- **Business Development**
- **Social Media Content**

### Professional Experience

AL Bassami International Group Company  
Social Media & Digital Marketing Manager

Riyadh 04/2020- present

- Planning, developing, implementing, and managing social media strategy B2B.
- Oversee, Creates marketing & content calendar for all the year.
- Setting and managing the budget for the Digital marketing department.
- Build and execute paid social media campaigns on social media platforms for B2C.
- Reporting on key KPIs such as Customer Acquisition Cost, Customer lifetime value, ROI, brand awareness.
- Develop an editorial calendar to control publication of content across different media.

Ericsson LM – Social Media Manager

Riyadh 01/2015- 03/2020

- Create email marketing campaigns to Grow Traffic and Leads.
- Designing Search Engine Optimization (SEO), search engine marketing (SEM), data-driven marketing campaigns.
- Creates Content marketing and social media communities for Facebook, LinkedIn, Twitter, Instagram, Snapchat, Pinterest, Google+, Blog.
- Support and improve online presence, and the digital marketing efforts.
- Knowledgeable in social media management platform brandwatch and hootsuite.
- Optimizing campaigns on Facebook Ads Manager and LinkedIn Campaign Manager.

Ericsson LM –Marketing Manager

Riyadh 10/2009- 12/2014

- Create and execute marketing plans in line with regional marketing strategy in middle east and Europe improving overall sales targets by 24%
- Collaborate with the KAM , Solution manager, product managers, and sales teams in the organization to create customer value propositions.
- Manage the marketing budget and pricing.
- Develop account marketing plans to accelerate client understanding of Ericsson solutions.
- Participate in sales account planning to share market insights with the sales team.
- Working with the public relations team to Build strong relationships with the customers and public awareness.
- Internal marketing through promoting products and services to employees within the organization to increase employee engagement with the company.
- Ensure our brand story is authentically told to a broad audience through all Media.

Ericsson LM - 3G Node B instructor

Riyadh 07/2007- 09/2009

- Attended 6 Months OJT training in Ericsson Education Center Ireland.
- I become the first 3G instructor in KSA & Middle east delivering courses in those countries for all our customers and Ericsson branches.
- Accept and incorporate feedback on classroom performance given by the customers STC or Mobily to ensure consistent improvement in teaching quality.
- Reviews course evaluations and implements improvements based on results.
- Work closely with Training Manager to develop classroom delivery strategies.
- Delivering 3G courses in CPP Node Features and Functions for the Customers STC & Mobily and Ericsson Employees around the Middle East.
- Supervisor & Measure the Summer Training Project for more than 100 university's students from different cities around the country every year.
- Manage the career day in KFU with the HR department in DAHRAN City.

Ericsson LM - Integrator Engineer

Riyadh 06/2005-06/2007

- Working with the 3G Node Bs in the Field since the beginning of 3G network trailer for the STC in 2006.
- Configuring NodeB's from scratch up to testing loading the scripts changing the IP Address for the node, loading the script & dealing with the alarms.
- Integrate a new 2G RBS 2202 & RBS 2206 remotely from operation & support system (OSS) for the customer STC (Saudi Telecom Company).
- Involved with the RBSs live Expansion project and upgrade the STC network with EDGE & GPRS and Troubleshooting.

## Education

---

INSTITUTE OF PUBLIC ADMINISTRATION. Computer Networking 2003-2005

Riyadh chamber of Commerce & Industry. Marketing Diploma 2009-2010

Ericsson Education Center Riyadh & Middle East Diploma in GSM Mobile Communications 2005

Ericsson Education Center in Dublin/Ireland. Diploma in CPP& 3G RBSs 2007