

# Lama Al-Qahtani

## Marketing

Kingdom of Saudi Arabia, Riyadh

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### Experience:

#### **Ezhalha Company, Riyadh – CRM Specialist** Aug 2020 – Jan 2021

Set up, test and measure

multi-channel campaigns across email, in app messages, push notifications, and SMS.

Suggest creative methods to address customers' needs.

Assist with organizing promotional campaigns to reach prospective customers.

Collaborate with marketing and other departments to execute the monthly marketing plan.

Coordinate all campaign related activities with the responsible stakeholders.

Proofread creative copy.

Generating performance reports of past and current campaigns.

Execute. & analyze multi-channel CRM campaigns that acquire, retain and engage customers

Analyze email, SMS, push notification, In-app message.

campaigns' performance to continually improve future campaigns.

Tools ( Onesignal – Unifonic - Firebase )

#### **Hunger Station Co. Ltd. , Riyadh - CRM Specialist** NOV 2018 – Aug 2020

Set up, test and measure

multi-channel campaigns across email, in app messages, push notifications, and SMS.

Assist with organizing promotional campaigns to reach prospective customers.

Coordinate all campaign related activities with the responsible stakeholders.

Generating performance reports of past and current campaigns.

Proofread creative copy.

Suggest creative methods to address customers' needs.

Tools ( Braze ) .

#### **Avalon Pharma Co. Ltd. , Riyadh - Marketing Specialist** Jan 2018 – June 2018

Developing and implementing marketing plans.

Undertaking competitor research and analysis.

Promoting brand awareness through digital marketing channels

Assisting with the analyses of marketing data, including campaign results, conversion rates, and online traffic in order to improve future marketing strategies and campaigns..

#### **Human Resources Development Fund, Riyadh - Marketing and Advertising** (training) July 2016 – Aug 2016

Responsible of writing content for social media platforms.

Monitor competitors' activities and marketing campaigns.

## Skills:

- Quick learner, keen to learn and improve skills
- Creative Thinking
- Microsoft office skills
- Able to take on responsibility
- Teamwork skills
- Voluntary works skills
- Writing Creative content
- Marketing Strategy
- Social Media Marketing
- Reporting & Analysis
- set up campaign
- Stress Management
- **Language** ( Arabic - English )

## Education:

**Course google analytic** – Google Online Academy

**Princess Nora University, Diploma in Marketing.** 2014 - 2017

## Voluntary Experience :

Administrative member in voluntary team, and I have a 100 voluntary hour certified from princess Nora university.