

CONTACT

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PROFILE

Creative Advertising graduate currently working in Marketing, aiming to grow within a modern, innovation-driven workplace. Strongly attuned to industry trends, digital culture, and evolving consumer behavior, with a creative approach to brand communication and campaign execution.

EDUCATION

University of Business & Technology | 2021-2025

Bachelors of Advertising in Advertising Creative Design

PROFESSIONAL EXPERIENCE

Marketing Executive | Dec 2025-current

Voco Jeddah Gate Hotel

- Directed & Executed all marketing activities for the hotel, overseeing digital presence, campaigns, and brand alignment across all communication channels.
- Coordinated with internal departments and external vendors to create engaging visual assets, monitor performance, and enhance the hotel's online presence and guest engagement.

Project Management & Communication | June 2025 – November 2025

Leo Burnett

- Supported communication strategy development and project coordination across diverse industries including aviation, QSR, healthcare, and casual dining, working primarily on Saudi Airlines and McDonald's, with additional exposure to Salama Hospital, Piatto, and Steak House.
- Assisted in project management by coordinating briefs, timelines, and feedback between creative, strategy, and client teams, ensuring smooth delivery across multiple accounts.

SKILLS

- Direction & Execution
- Creative Design
- Advertising strategy
- Campaign management
- Social media marketing

- Brand storytelling
- Market Research & Analysis
- Leadership Potential
- Communication Skills

SOFTWARES

- AI Content Generation
- Adobe Suite (Ai, Ps, Ae, Pr, Au)
- Salla & Wix

- Google Business
- META ads manager
- Microsoft 365

CERTIFICATES

PCP International Communication Strategy