Reem Al-Qahtani

Marketing Manager

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PROFILE

Marketing manager with eight years in consumer and retail brands in Saudi Arabia. Leads a team of six across campaigns, digital channels and events, and reports results to the commercial director every month. Practical, numbers-aware and comfortable working in Arabic and English.

KEY ACHIEVEMENTS

14 campaigns a year.
One shared calendar for stores, digital and events.

30 percent of spend moved to digital.
Total cost stayed within budget.

Team of six.
Two agencies managed with monthly scorecards.

PROFESSIONAL EXPERIENCE

Marketing Manager

2021 to Present

Sample Consumer Brands | Riyadh

- Lead a team of six and a yearly marketing budget of about SAR 6 million across four brands.
- Planned and delivered 14 retail campaigns a year with a shared calendar for stores, digital and events.
- Moved 30 percent of spend from print to digital and kept total campaign cost within budget.
- Manage two agencies with monthly scorecards covering delivery dates and campaign results.
- Present the monthly marketing report to the commercial director.

Senior Marketing Executive

2018 to 2021

Sample Retail Group | Jeddah

- Ran seasonal promotions for 22 stores and tracked sales lift against the previous year.
- Built the first content calendar for social channels and kept to it for three years.
- Organised four product launch events with 150 to 400 guests each.
- Trained store teams on promotion rules before every campaign.

Marketing Executive

2015 to 2018

Sample Food Distribution | Jeddah

- Produced brochures, price lists and trade show materials for a catalogue of 300 products.
- Managed the customer mailing list and sent a monthly newsletter.
- Collected feedback from sales reps each quarter and summarised it for management.

CORE SKILLS

Brand planning · Campaign management · Digital marketing · Content calendars · Budget control · Agency management · Market research · Retail promotions · Team leadership · Reporting

EDUCATION

- BA Marketing, Example University, Jeddah, 2015

CERTIFICATIONS

Digital Marketing Professional Certificate (sample)

Retail Marketing Short Course (sample)

LANGUAGES

Arabic (Native); English (Fluent)

Sample, not a real person