



WEJDAN HASSAN ALMAGHRABI

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Saudi Arabia - Jeddah



SUMMARY

MARKETER

Marketing graduated from King Abdulaziz University passionate about developing a healthy relation with the client. Excellente problem-solving skills and ability to perform well in a team. Seeking to help Company to develop their product as a marketing specialist, as well as grow and develop my own skills .

EXPERIENCE



2022

Jeddah - KSA
06/2022-12/2022

NAHDI MEDICAL CO - FREELANCE

Working on Wazin hayatak brand: Wazin challenge, Move to donate and Wazen game.Structuring a marketing plan for the TikTok platform, creating content and planning a social media posting plan as well as following up with clients (agencies and influencers). I also invented the Wazen game.

2022

Jeddah - KSA
03/2022 - 06/2022

B-AYDENA - TRANEE

Analyzing the market and competitors, building a company profile, analyzing different sales channels, managing social media accounts, writing content, communicating with beneficiaries and providing our marketing consultations.

2022

Jeddah - KSA
01/2022 - 02/2022

AUTOZONE - TRAINEE

Participated on a marketing campaign in Jeddah for Ramadan, Analyzing competitors , built a Pivot table data base for analyzing customers by cities and ages to feed our strategy marketing plan.

2021

Jeddah - KSA
08/2021 - 09/2021

OKAZ - TRAINEE

Write daily blogs with the team, Designed school infographic advertisement and posted in the news paper.

2021

Jeddah - KSA
07/2021 - 05/2022

MARKETING CLUB - LEADER KAU

Leading the public PR (Pubic relation), Market comparison workshops with the team members, Copy writing social media platforms, Contact the events sponsors to coordinate the right time to have our team market workshop.

2021

Jeddah - KSA
03/2021 - 06/2021

AMALLCOM ENTERPRISE - TRAINEE

Worked on creating digital marketing ads for training courses with different parties and organized training courses.

CONTESTS & COURSES



2022

Paris - France
12/2022

TOURISM TRAIL BLAZERS-HOSPITALITY PROGRAM

Hosted by Essec Business school, this 1 week program taught me how to solve problems related to hospitality, and how to enhance the customer's journey and assess consumer behavior.

2022

Jeddah - KSA
04/2022 - 05/2022

MRKETING HACKATHON

Worked at Marketing plan and implementation plan for Tmyyoz web site platform to increase registration on the web site

2022

Jeddah - KSA
04/2022 - 05/2022

RE-BRANDING THE VISUAL IDENTITY OF HAJJ SEASON 2022

Create an integrated visual identity and develop a marketing philosophy, analyze the problems faced by pilgrims and develop strategic solutions to them,

2022

Jeddah - KSA
02/2021 - 03/2022

RE-BRANDING OF SAUDI ELECTRICITY

Studying the extent of brand awareness, developing solutions to the problems facing people, and developing the brand

EDUCATION



2018 - 2022

Jeddah - KSA

BACHELOR'S MARKETING DEGREE

King Abdulaziz University | GPA | 4.4

VOLUNTEER



Formula 1 Saudi Arabia

Jeddah - KSA
Dec-2021

Breast Cancer Awareness Day

Jeddah - KSA
Oct-2018

SKILLS

- MS Office
- Communication
- Photographer
- Presentation

LANGUAGES

