



A United States graduate, and an accomplished professional seeking a competitive and challenging job to enable me to learn, and improve my experience to meet organizational and personal goals.

WORK EXPERIENCE

Coffee Marketing & Communication Manager Raqtan Group, Dammam, Eastern Province, Saudi Arabia	Jun 2022 - Present
<ul style="list-style-type: none">Develop and implement effective communication strategies that build brand awareness, and customer satisfaction for the coffee category in all Raqtan Group companies, Raqtan Solutions, Ekuep, and Qavashop.Planning and managing the design, content, and production of all marketing materials.Working with the marketing department to generate new ideas and strategies.Supervise projects to guarantee all content is publication-ready.Create communication and marketing strategies for new products, launches, events, and promotions.Respond to communication-related issues in a timely manner.	
Content Manager Raqtan company, Qavashop.com, Dammam, Eastern Province, Saudi Arabia	Feb 2020 - Jun 2022
<ul style="list-style-type: none">Led content creation activities on the Platform and updated all sections of the Platform.Worked closely with the marketing team to advise a web content strategy.Created entertaining and informative video content for the Platform.Oversee the Qavashop app development and content for a better customer experience.	
Creative Director AUTV20, Ashland, Ohio, United States	Aug 2017 - May 2019
<ul style="list-style-type: none">Designed graphics for AUTV20 programs and ad campaigns.Worked on shaping and finding programs' identities.Worked closely with businesses to find the brand tone to advertise in the channel.	
News Reporter and Feature Stories Writer The Collegian, Ashland, Ohio, United States	Aug 2016 - May 2019
<ul style="list-style-type: none">Covered the local news and wrote feature articles on a deadline.Photographed for stories & events.Brainstormed new story ideas.	
Reporter Ashland Times-Gazette, Ashland, Ohio, United States	Jul 2018 - Oct 2018
<ul style="list-style-type: none">Reported local news, events, and wrote stories to share noteworthy information to inform the public.Brainstormed story ideas with the team to find new ideas and stories to share.Photographer.	

EDUCATION AND QUALIFICATIONS

Digital Media Journalism, Bachelor of Art Degree Ashland University, Ashland, Ohio, United States	Aug 2015 - May 2019
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ACHIEVEMENTS

<ul style="list-style-type: none">Led the development of the Brew assistant tool on Qavashop's app to let users brew like barista champions.Planned and hosted a three-day event with James Hoffmann, World Barista Championship in 2007, and YouTube personality in Riyadh, Khobar, and Jeddah.Organized Raqtan group space and program in the Coffee and Chocolate Exhibition 2022 in Riyadh and Khobar.
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