



🏠 Eastern Province, Saudi Arabia    📞 0534706305    ✉ luqmanabdallah@gmail.com

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

Jun 2022 - Present

Raqtan Group, Dammam, Eastern Province, Saudi Arabia

- 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

Feb 2020 - Jun 2022

Raqtan company, Qavashop.com, Dammam, Eastern Province, Saudi Arabia

- 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

Aug 2017 - May 2019

AUTV20, Ashland, Ohio, United States

- 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

Aug 2016 - May 2019

The Collegian, Ashland, Ohio, United States

- Covered the local news and wrote feature articles on a deadline.
- Photographed for stories & events.
- Brainstormed new story ideas.

### Reporter

Jul 2018 - Oct 2018

Ashland Times-Gazette, Ashland, Ohio, United States

- 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

Aug 2015 - May 2019

Ashland University, Ashland, Ohio, United States

## ACHIEVEMENTS

- 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.