

ABDULAZIZ ALOWAIN

0560703131 |
abdulaziz.owaien@gmail.com |
Riyadh, Saudi Arabia | [LinkedIn](#)

SUMMARY

Dynamic marketing professional and recent graduate with a passion for driving business growth through innovative strategies. Equipped with a solid foundation in marketing principles and hands-on experience in market research, advertising, and analytics.

Skilled in creating and executing integrated campaigns across digital, social media, and traditional platforms. Proficient in both English and Arabic, I craft compelling messaging that resonates with diverse audiences.

Collaborative and results-driven, I thrive in dynamic team environments and am dedicated to achieving exceptional outcomes.

WORK EXPERIENCE

Marketing Intern

Eltizam | Riyadh, Saudi Arabia

August 2023 - February 2024

- Campaign Development:** Developed and executed comprehensive marketing campaigns across various channels, including digital (Google Ads, Facebook Business, Instagram Business) and traditional platforms.
- Market Research:** Conducted in-depth market research and analyzed consumer behavior to inform strategic decisions and identify growth opportunities.
- Cross-Functional Collaboration:** Collaborated with cross-functional teams to create and implement marketing strategies for new product launches, ensuring alignment with overall business goals.

- **Content Creation:** Assisted in crafting compelling marketing messages and promotional materials that resonated with target audiences.
- **Social Media Management:** Managed social media accounts, enhancing brand presence and engagement through targeted advertising and content strategies.
- **Performance Analysis:** Monitored and analyzed campaign performance metrics to optimize strategies and achieve desired outcomes.

EDUCATION

Al-Yamamah University

- Bachelor of Marketing
- Riyadh, Saudi Arabia
- Graduation: 2023

Winona State University

- Marketing Studies
- Winona, Minnesota, USA
- 2019 - 2020

Portland State University

- English Language Studies
- Portland, Oregon, USA
- 2018

Key Skills:

- **Digital Marketing:** Proficient in Google Ads, Facebook Business, and Instagram Business.
- **Market Research:** Experienced in analyzing consumer behavior to inform strategic decisions.

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- **Content Creation:** Skilled in crafting compelling marketing messages and promotional materials.
 - **Social Media Management:** Adept at managing social media accounts and enhancing brand presence.
 - **Data Analysis:** Capable of monitoring and optimizing campaign performance metrics.
 - **Bilingual Communication:** Fluent in English and Arabic, crafting messages for diverse audiences.
 - **Team Collaboration:** Proven ability to work with cross-functional teams on integrated marketing strategies.