

AMAL ALSAHLI

Advertising & Marketing Communication Graduate

 amalbintsaud@gmail.com |  056-292-6511 |  Riyadh, KSA

PROFILE

Energetic, adaptable, and resourceful graduate in Advertising and Marketing Communication seeking a position in the marketing field. Committed to consistently improving skills and has a proven track record in content creation and digital marketing. Thrives in dynamic environments and eager to contribute significantly to a forward-thinking organization.

EDUCATION

B.S., Advertising and Marketing Communication (GPA: 4.7/5.0)
Imam Muhammed Ibn Saud Islamic University, Riyadh, KSA, April 2022.

ACADEMIC PROJECTS

1. Developed Audience Segmentation Strategy

- Conducted audience research.
- Defined buyer personas.
- Created data-driven audience segments.

2. Utilized Analytics to Measure Campaign Effectiveness

- Implemented KPIs.
- Analyzed campaign performance.

WORK EXPERIENCE

1. Marketing and Content Specialist, Imam Muhammed Ibn Saud Islamic University | Feb 2022 – Jun 2022

- Crafted and edited content.
- Designed digital ads.
- Managed social media accounts.
- Trained volunteers in content creation.

2. Marketing Specialist, Oct 2024 – Oct 2025

- Developed and refined engaging content across various platforms.
- Conceptualized and produced visually compelling digital advertising assets.
- Directed and grew the organization's social media presence and community engagement.

SKILLS

- Strategic Marketing Planning
- Digital Marketing & Analytics
- Microsoft Office 365
- Content Creation & Strategy
- Adobe Photoshop, Illustrator & InDesign

LANGUAGES

- Arabic
- English