

Hayat Faidah

Assistant Manager/ Modern Trade

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SUMMARY

shopper marketing professional with proven expertise in Modern Trade management, promotional planning, customer relations, budget control, and strategic execution. Promoted to Assistant Manager – Shopper Marketing MT at Alhassan Trading Company (Al-Kabeer) in July 2025 for strong leadership, analytical ability, and cross-functional collaboration. Skilled in data analysis, pricing strategy, sales performance tracking, and promotional planning, with advanced proficiency in Power BI, Excel, and SQL. Committed to delivering measurable, data-driven results.

EDUCATION

- **Bachelor's in Statistics**, King Abdulaziz University (2023).
- **GPA** 3.75 out of 5.

EXPERIENCE

Alahssan trading company - Al-Kabeer

Assistant Manager-Shopper Marketing MT

Jul 2025 – Present

- Oversee and manage Modern Trade accounts to ensure effective execution and market growth.
- Plan, coordinate, and execute promotional campaigns that drive sales and enhance product visibility.
- Build and maintain strong customer relationships to support long-term partnerships.
- Develop, allocate, and manage trade marketing budgets for optimal ROI.
- Lead strategic planning initiatives and collaborate with cross-functional teams to achieve business objectives.
- Proficient in communication, data visualization, marketing, Microsoft Office, and business analysis.
- Skilled in problem-solving, promotional planning, budget allocation, sales performance tracking, pricing strategy, and data analysis, with a strong focus on customer relationship management
- Track and manage trade claims or compensation

Marketing and Sales Specialist

May 2024 – Jun 2025

Accomplishments:

- Led and coordinated modern trade marketing strategies and promotional campaigns.
- Conducted market research on pricing, trends, and competitors.
- Evaluated sales promotions to ensure alignment with budget and performance goals.
- Developed weekly promotional plans based on market insights and data analysis.
- Executed shopper marketing initiatives to enhance product visibility at point-of-sale.
- Developed and implemented promotional planning strategies across retail channels.
- Collaborated with sales teams to align trade marketing plans with sales objectives.

Internship

Accomplishments:

- Collected and organized data from various sources.
- Filtered and cleaned data to ensure accuracy and relevance.
- Conducted data analysis to identify trends and insights.
- Generated reports and visual representations of findings.
- Provided strategic recommendations based on analysis results.
- Supported decision-making through data-driven insights.

Mawhebah

Jan2019 – April 2019

Trainer Assistant for programing students summer camp

Accomplishments:

- Assist the lead trainer in delivering coding lessons and activities.

syndrome

June2016 – June 2023

Volunteering Ambassador with success syndrome association

Accomplishments:

- Actively participate in association events and activities.

Skills			
Soft Skills		Technical Skills	
• Problem-solving	• Teamwork	• Power BI	• SPSS
• Communication skills	• Critical Thinking	• Excel Data Analysis	• TORA
• Self-Motivated and Proactive	• Business intelligence	• SQL	• Google Sheets
		• R Studio	• Microsoft PowerPoint

CERTIFICATION

- Business intelligence – Tomorrow is Beautiful Training Institute. (Des-2025)
- Introduction to Artificial intelligence – INJAZ. (Mar-2024)
- Maharat From Google/Fundamentals of digital marketing– INJAZ. (Mar-2024)
- What is artificial intelligence – IBM. (Mar-2024)
- Data Analysis Fundamentals - Doroob Platform in collaboration with STC Academy. (Mar-2024)
- Startup Marketing - Doroob . (Jul-2023)
- Design Thinking - Doroob . (Feb-2023)
- Cloud Computing and Digital Transformation- Cloud Computing Association. (Aug-2021)
- Job Readiness Program- Misk Foundation. (Apr-2019)

LANGUAGES

- Arabic
- English