

Mais Sheblaq

maissheblaq@gmail.com | +966 55 010 5545 | Eastern Province, Saudi Arabia | [LinkedIn](#)

SUMMARY

Dynamic and results-driven Marketing Specialist with 5 years of experience crafting and executing impactful marketing strategies across F&B and IT sectors. Proven expertise in social media management, brand development, and influencer marketing, with a strong record of boosting visibility and engagement. Adept at leading cross-functional teams, coordinating high-impact campaigns and events, and optimizing marketing efforts for measurable ROI. Skilled in analyzing audience insights and customer feedback to guide strategic decisions and drive continuous improvement.

KEY COMPETENCIES

- Digital Marketing Strategy
- Campaign Planning & Execution
- Brand Development & Positioning
- B2B Marketing Solutions
- Lead Generation Tactics
- Social Media Management
- Creative Content Creation
- Brand Storytelling Techniques
- ROI & Performance Analysis
- Market Research Insights
- CRM & Feedback Analysis
- Cross-team Collaboration
- Event Planning & Activation
- Influencer & Partner Outreach
- SAP & Tech Marketing

PROFESSIONAL EXPERIENCE

Al-Bilad Arabia Co. Ltd, Baas International Group Company and BIG IT

Jan 2025 – Present

Marketing Specialist

- Spearhead digital marketing efforts across three companies, aligning strategies to increase brand visibility, generate leads, and support business growth.
- Develop bilingual (Arabic & English) content for social media platforms such as LinkedIn, X, and Instagram, promoting IT solutions, SAP services, and industry capabilities across multiple sectors.
- Manage and coordinate marketing campaigns, including B2B awareness efforts, partnership announcements, and internal communications.
- Create and implement monthly content calendars tailored to each company's goals and audience, ensuring consistent brand voice and engagement.
- Collaborate with executive leadership, sales, and technical teams to deliver clear messaging on digital transformation, cloud computing, and cybersecurity services.

SADF Trading and Development Company

Sep 2020 - Dec 2024

Marketing Specialist

- Led marketing initiatives for BurgerFuel and Zooba, achieving brand growth through targeted campaigns and seasonal promotions.
- Designed regional social media strategies to increase engagement and establish strong brand personas.
- Managed influencer campaigns and brand events, delivering high ROI and enhancing customer experience.
- Oversaw creative direction for menu launches, in-store activations, and customer feedback programs.

SADF Trading and Development Company

Jun 2019 – Sep 2020

Marketing Coordinator

- Supported the Marketing Manager in executing strategic initiatives.
- Established and ran social media operations, boosting brand awareness through content planning and audience interaction.

EXTRACURRICULAR ACTIVITIES & INTERNSHIPS

- Administrative Volunteer at Saudi Cancer Foundation** | Nov 2017 - Apr 2018
- Administrative Assistant at Careem Ride-Hailing Application** | Jan 2017 - May 2017
- Administrative Intern at Rawabi Holding Company** | Jul 2016 - Sep 2016

COURSES

- Graphic Design** | 31 Agency | 2024
- Digital Marketing** | 31 Agency | 2023

EDUCATION

- Bachelor's Degree in Business Administration** | Prince Mohammad Bin Fahd University | GPA : 3.76 / 4 | 2017

LANGUAGE

- Arabic** : Native
- English** : Excellent