

RAHAF AL-TAMIMI - DIGITAL MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Digital Marketing Specialist with 3+ years of experience across FMCG, F&B, and Corporate Sectors. Skilled in content strategy, campaign execution, and social media management, with a strong focus on engagement, brand visibility, performance-driven results and event mangment.

WORK EXPERIENCE

Digital Marketing Specialist Al Fozan Holding

Jan 2025 - Present

- Created and executed digital strategies across 3 brands under the group.
- Developed content calendars tailored to business goals and CSR initiatives.
- Directed full scale production teams (photographers, editors, designers) for promo videos.
- Handled cross platform coordination with internal departments and external vendors.

Digital Marketing Specialist Nada Dairy

Mar 2024 - Dec 2024

- Contributed to the planning and execution of Nada Dairy's rebranding campaign, ensuring consistent messaging across all digital channels.
- Planned and executed Nada's Back to School campaign across on-ground and digital channels.
- Managed visual storytelling for kid-focused content in collaboration with Spacetoon

Marketing Specialist Adyaf Gulf Co.

Aug 2022 - Dec 2023

- Launched and promoted a new branches (Madeleine at Ithra & Madeleine @ the Library) with a tailored digital plan and special Menu.
- Built full marketing kits for product listings on e-commerce platforms, including SEO optimized descriptions and pricing strategy
- Initiated targeted WhatsApp campaigns that achieved over 60% open rate
- Lead closing event for Agora restaurants and the reopening events.

EDUCATION

Event Management Diploma Event Academy

Present

Bachelor of Marketing King Faisal university

May 2022

SKILLS

Digital Marketing: Social Media Management - Email Marketing - WhatsApp Marketing - Analytics and Reporting - Influencer Marketing - E-Commerce - Promotional Campaigns.

Campaign & Project Management: Campaign Planning & Execution - KPI Setting & Performance Analysis - Budget Management, Agency Coordination - Content Briefing & Review - Photography Moodboards,

Marketing Tools: Meta Business Suite - Hootsuite - Canva - Google Analytics - Google Search Console - WhatsApp Business API - Sprout Social - Microsoft Office Suite.

Event Management: Event Planning & Coordination - Client & Vendor Relations - Guest Experience Management.

Languages: Fluent in Arabic and English.