

Mohammed Aljasim

Digital Marketing Specialist | CX, Loyalty & Business Development

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Digital Marketing professional and award-winning leader, President of the Saudi Marketing Club (Hawi). Combines 1+ years of multi-faceted experience at Jarir Bookstore in sales, technical maintenance, and customer service with expertise in strategic planning. Seeking a full-time role in digital strategy and consulting to drive business growth and customer loyalty.

EDUCATION

Bachelor of Marketing | Concentration: Digital Marketing

2026

Imam Abdulrahman Bin Faisal University | College of Business Administration

PROFESSIONAL EXPERIENCE

Customer Service Specialist | Jarir Bookstore

Feb 2025 - Present

- Boosted satisfaction through proactive problem-solving and customer guidance; managed service desk logistics (Lost & Found/Loss Prevention) and streamlined incident reporting to executive management.

Sales Associate & Electronics Maintenance Technician | Jarir Bookstore

Jan 2025 - Feb 2026

- Enhanced customer service and sales performance via upselling/cross-selling across mobile devices, accessories, and after-sales services, concurrently managing inventory and boosting inter-departmental communication.

President | Saudi Marketing Club (Registered on Hawi)

May 2025 - Present

- Led the club's strategic vision and operations, managing marketing, events, and cross-functional teams while building key relationships with external partners and sponsors under the supervision of 12 government entities.

Founder & Owner | Sifr Aldilal

May 2024 - Jan 2026

- Launched and managed a specialty coffee brand, overseeing production, logistics, and social media to improve product offerings and grow brand awareness based on performance metrics and customer feedback.

President | Marketing Committee - Imam Abdulrahman Bin Faisal University

Aug 2025 - Jan 2026

- Led the Marketing Committee as part of a collaborative team, earning 'Best Committee of the Year' through effective management, event coordination, and public representation.

Head of Public Relations & Leader of Media & Content | Marketing Committee

Aug 2024 - Jan 2025

- Built and maintained relationships with sponsors and external partners while using social media algorithms and design tools to enhance visibility, interaction, and content consistency.

SKILLS

- Marketing:** Digital Marketing, Social Media Management, Canva Proficiency, Public Relations, Business Development, E-commerce, Event Management.
- Leadership & Business:** Leadership, Entrepreneurship, Sales Techniques, Project Management, Problem Solving, Public Speaker.
- Technical & Soft Skills:** Microsoft Office (Word, Excel, PowerPoint), Emotional Intelligence, Team Collaboration.

CERTIFICATIONS & AWARDS

- Entrepreneurship & Company Program (50 Hours)** | Injaz Saudi Nov 2025
- Best Committee of the Year** | We were awarded this prize for our participation as leaders. May 2025
- Licensed Advertising & Media Specialist** | Gmedia. May 2025
- Social Media & Content Marketing Certified** | HubSpot. May 2025
- Guest Speaker** | Acknowledged for distinguished efforts at the "Business Pathways Expo". Apr 2025
- Career Ready Badge** | Misk Skills. Feb 2025
- Featured Student for Academic Guidance** | Recognized in the "Business Pathways". Jun 2025
- Certificate of Appreciation** | Honored as a speaker and trainer for efforts during "World Savings Day". Oct 2024
- Top 6 Entrepreneurial Project Finalist** | Entrepreneurial Camp (Monsha'at). Sept 2024

MEMBERSHIPS

- American Marketing Association (**AMA**), Digital Marketing Institute (**DMI**), Chartered Institute of Marketing (**CIM**), Project Management Institute (**PMI**)

PROJECTS

- Executed **Squad Co.** social content (concept-to-execution), highlighting engagement/automation for clients like **Ninja App**.
- Marketing Specialist for **Amayer** at **Proptech Global** Riyadh (2 days); engaged prospects and generated business leads.

LANGUAGES:

- English (Upper-Intermediate) | Arabic (Native)