

Mohammed Shukry Zouein

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Location: Saudi Arabia

Career Objective

Dedicated and detail-oriented professional holding a Master's in ICT and extensive experience in marketing and media operations. I aim to contribute to the dynamic environment at MBC by leveraging my coordination, communication, and multitasking skills to ensure seamless channel operations, especially during high-pressure periods such as Ramadan. Passionate about content delivery, live event support, and collaborative workflow optimization.

Education

Master's Degree in Information and Communication Technologies
Jadara University – 2024 | Grade: Very Good

Bachelor's Degree in Information and Communication Technologies
Jadara University – 2022 | Grade: Good

Professional Experience

Marketing & Sales Manager
Delicious Food Lady – Saudi Arabia
Jan 2022 – Jul 2025

- Managed day-to-day operational coordination between internal departments.
- Led digital content scheduling and delivery to ensure timely publication.
- Acted as main liaison for internal stakeholders regarding project timelines.
- Proposed improvements to reduce workflow gaps and prevent delays.
- Conducted daily check-ins with teams to ensure target alignment.
- Responded to last-minute management requests under high volume.

Marketing & Sales Manager
The Coffee Kingdom – Saudi Arabia
Mar 2021 – Jun 2021

- Oversaw brand rollout and real-time campaign performance across platforms.
- Handled critical decisions during promotional events and adjusted timelines accordingly.
- Maintained communication between planning, content, and customer engagement teams.

Marketing Specialist

Daimon Home Design – Abha, Saudi Arabia

Jan 2016 – Dec 2018

- Led execution of large-scale campaigns in coordination with media and delivery teams.
- Ensured accurate and on-time execution of marketing materials across multiple formats.
- Managed key accounts, exceeding targets through strategic follow-up and delivery oversight.

Courses

- Screenwriting – MBC (2024)
- Production – MBC (2024)
- Representation – MBC (2024)
- Directing – MBC (2024)

Skills

Operational & Technical Skills:

- Channel Coordination • Media Delivery • Program Scheduling
- Microsoft Excel & PowerPoint • Daily Follow-up & Reporting
- Issue Escalation • Live Event Support • MCR/TCR Communication

Soft Skills:

- Multitasking • Time Management • Communication
- Detail-Oriented • Conflict Resolution • Team Collaboration
- Work Under Pressure • Fast Learner • High Adaptability

Languages

- Arabic: Native
- English: Proficient