

Aisha Alshammari

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Summary

Results-driven professional with over 8 years of diverse experience in business administration, human resources, and system management across multiple sectors. Demonstrates strong leadership in cross-department coordination, employee training, and implementation of operational systems. Adept at navigating Saudi governmental platforms, managing payroll and benefits, and leading process improvements. Passionate about innovation, fast-paced decision-making, and creating efficient workflows that enhance organizational performance.

Skills

Using Microsoft software | Employee Onboarding & Training Problem-solving | Data verification | Payroll administration | Database management | Analytical Skills | Employee Benefits | Business Development | System Backup & Technical Support Data Analysis & Performance Reporting | AI tools

Experience

Amazon KSA, Khobar **Marketing Manager, 09/2024-Current**

- Spearheaded national marketing strategy for 12 high-traffic retail branches offering value products at a fixed SAR 5.75 price point, achieving a 48% increase in in-store footfall within 4 months.
- Led and mentored a multi-disciplinary team of 15 creatives (12 photographers, 2 graphic designers, and a customer service coordinator) across Riyadh, Jeddah, and upcoming Eastern region branches.
- Conceptualized and executed over 50+ weekly campaign themes, leveraging real-time consumer behavior data and seasonal demand shifts.
- Built and managed a centralized influencer program, coordinating monthly brand activations across all branches, optimizing budget usage and increasing social mentions by 220%.
- Designed a seamless Snapchat-first content model, driving daily foot traffic via geo-targeted vlogs, raising brand recall among Gen Z shoppers.
- Increased TikTok and Instagram organic reach by over 400% through algorithm-based content scheduling and trend hijacking strategies.
- Established a real-time content pipeline between in-store photographers and HQ, reducing content turnaround time from 3 days to same-day publishing.
- Created Amazon Market's first brand voice and storytelling system, transforming dry product descriptions into engaging, emotional narratives.
- Launched the "Why Pay More?" brand positioning campaign, boosting ROI by 3.1x in Q2 2024.
- Implemented KPI dashboards for marketing team performance, influencer ROI, and customer acquisition cost – increasing operational efficiency by 33%.

Ibrahim Al hodathiy Groub, Khobar
System Administrator, 05/2022-05/2024

- Managed daily server backup for BN Navigator System.
- Generated IDs and credentials for new employees and ensured smooth onboarding.
- Extracted attendance reports and submitted them to HR and managers.
- Delivered comprehensive system training to all departments, enhancing team efficiency.
- Provided regular performance reports and technical support across departments.

Adem Company, Khobar
HR Specialist, 07/2020-04/2024

- Registered employees on GOSI and handled their social insurance.
- Conducted renewals of passports, Iqamas, and managed government documentation.
- Extracted detailed reports from Muqem platform for expat tracking.
- Oversaw employee relations, addressing grievances and ensuring compliance.

Colfax Company, Dammam
Assistant Administrative, 04/2020-03/2022z

- Organized corporate meetings and maintained communication with key clients.
- Supervised staff training sessions and documented progress.
- Monitored attendance and compiled weekly performance summaries.
- Reported on project updates and facilitated executive coordination.

Education

Bachelor's in business administration – Office Systems
Arab Open University, Dammam, Saudi Arabia
Expected Graduation: July 2024

Courses

- Project Management – Adrak Platform (2023)
- Computer Essentials Certificate – Adrak Platform (2023)
- Human Resource Management – Adrak Platform (2023)

Languages

- Arabic: Native
- English: Professional Working Proficiency