
MESHAL ALKALBANI

Khobar, Saudi Arabia 34234 ♦ 966542600690 ♦ Meshal.7933@outlook.com

LinkedIn: <http://linkedin.com/in/meshal-alkalbani>

PROFESSIONAL SUMMARY

A strategic marketing professional with expertise in market segmentation, consumer behaviour analysis, and brand strategy. Demonstrates a customer-centric mindset and excels in integrated marketing communication and service marketing strategies. Known for attention to detail, creative problem-solving, and effective teamwork, aiming to drive business model development through critical thinking and collaboration.

Technical Skills

- Strategic Marketing
- Market Segmentation & Insights
- Brand Positioning & Strategy
- Integrated Marketing Communication (IMC)
- Service Marketing
- Business Model Design

SKILLS

Soft Skills

- Detail-Oriented
- Effective Communication & Presentation
- Creative Problem-Solving
- Critical Thinking
- Collaborative Teamwork
- Customer-Centric Approach

WORK HISTORY

Marketing Specialist, 08/2021 - 05/2022

Zenith Advertising - Dammam, Eastern Province

- Developed annual and quarterly marketing plans aligned with corporate goals, backed by market research and competitor analysis.
- Executed integrated campaigns (print, outdoor, PR) ensuring consistent brand messaging and market impact.
- Managed budgets and optimized spend, tracking KPIs (response rates, CPL, retention) to maximize ROI.
- Led customer retention programs through loyalty initiatives, CRM follow-ups, and A/B testing to drive innovation.

PROJECTS AND CERTIFICATIONS

Jehad Academy

Integrated marketing communication

8/2023 - 12/2023

- Led a high-impact marketing campaign that achieved over 50,000+ views, significantly increasing brand visibility.
- Developed and executed a fully integrated marketing communications (IMC) strategy across digital and offline platforms.
- Successfully rebounded the academy's slogan, aligning it with modern educational trends and enhancing audience connection

Golden Scent

Brand and Product Management

8/2024 - 12/2024

- Led a high-impact brand project to improve customer retention by diagnosing low repeat purchase rates through qualitative and quantitative research.
- Identified and closed gaps in the post-purchase journey; designed personalized retention tactics including loyalty programming, follow-up communication, and tailored offers to boost customer lifetime value.
- Presented the full strategic proposal directly to the Founder of Golden Scent, turning brand and data insights into actionable recommendations for the Saudi e-commerce market

Tarabut Gateway

3/2025 - 5/2025

- Contributed to a strategic project applying Customer Journey Mapping and Service Blueprint methodologies to enhance customer experience.
- Collaborated with senior management and stakeholders, providing actionable insights and recommendations.
- Recognized by management for professionalism, teamwork, and impactful contributions.

EDUCATION

Bachelor of Science: MARKETING, 10/2022 - 08/2026

King Fahd University of Petroleum And Minerals - Dhahran, Eastern Province, Saudi Arabia

Advanced Diploma: MARKETING, 08/2018 - 05/2022

DDC, King Fahd University of Petroleum And Minerals - Dammam, Eastern Province, Saudi Arabia - Third Honours 3.11
Graduate of the Community College in Dammam, part of King Fahd University of Petroleum and Minerals. Completed courses in Sales and Distribution Channels, Consumer Behaviour, Marketing Research, and Retail Management, earning third-class honours