

Maher Al-Johani

+966 551 248 565

maheralzaedi30@gmail.com

Saudi Arabia

PROFESSIONAL SUMMARY

As a driven Marketing professional, I have gained hands-on experience in developing marketing strategies, conducting market research, and enhancing digital presence through content creation and campaign management. I combine strong analytical thinking, effective communication, and leadership skills with expertise in digital marketing, social media, and sales strategy to contribute to organizational growth and deliver impactful results.

EXPERIENCES

Al-Madinah Al-Munawarah Chamber | Saudi Arabia

Marketing Intern | June 2025 – August 2025.

- Conducted comprehensive website analysis to enhance online visibility and user engagement.
- Developed detailed marketing plans to support organizational campaigns and initiatives.
- Created and managed content for publications, ensuring alignment with branding strategies.
- Performed SWOT analysis to identify strengths, weaknesses, opportunities, and threats.
- Assisted in market research to identify trends, customer needs, and competitive insights.
- Collaborated with the marketing team to execute promotional activities and events.

EDUCATION

Taibah University | Saudi Arabia

Bachelor's Degree in Business Management: Marketing Track | 2025.

- Developed a strong understanding of core business management principles and marketing strategies.
- Applied analytical skills to assess market trends and consumer behavior effectively.
- Enhanced abilities to design, implement, and evaluate marketing campaigns.
- Gained experience in business planning, organizational operations, and decision-making processes.
- Strengthened communication, leadership, and problem-solving skills to drive business growth.

CERTIFICATIONS AND COURSES

- Foundation of Digital Marketing and E-Commerce | Coursera | September 2025.
- Emotional Intelligence | Misk Skills | August 2025.
- Critical Thinking | Misk Skills | August 2025.
- E-Marketing Content | National Entrepreneurship Institute | November 2024.
- Sales and Marketing | Dorooob | May 2024.

SKILLS

- Digital Marketing.
- Content Creation.
- Social Media Marketing.
- Market Research.
- Sales Strategy.
- Marketing Planning.
- Customer Relationship Management (CRM).
- Campaign Management.
- Analytical Thinking.
- Effective Communication Skills.

LANGUAGES

- Arabic.
- English.