

Mohammed Saleh Maodah

Marketing & Business Development Specialist

PERSONAL INFORMATION

Nationality: Saudi

Place of birth: Makkah, Saudi Arabia

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Professional Summary

Creative and results-driven marketing professional with academic and practical experience in marketing, sales, and business development. Skilled in crafting effective strategies, analyzing market trends and consumer behavior, and executing digital campaigns. Holds a bachelor's degree in Mathematics and a master's degree in Project Management, with professional certifications in marketing and finance. Seeking a marketing position to apply my skills and contribute to brand growth.

CORE MARKETING SKILLS

- Marketing Strategy & Planning
- Social Media Marketing (SMM)
- Market Research & Trend Analysis
- Customer Behavior Analysis
- Marketing content and copywriting
- Communication and presentation skills
- Digital campaign management

Professional Experience

Sales Representative – Abdulghani Gold, Makkah

Dec 2022 – Nov 2024

- Delivered customer-focused sales strategies aligned with brand image
- Achieved 3.1M SAR in total sales through effective promotion and product placement
- Improved customer satisfaction by offering tailored solutions
- Provided market feedback to enhance product development and marketing efforts

Supervisor – Join, Makkah

Jul 2022 (1 Month)

- Assisted in managing healthcare project operations
- Coordinated support activities for medical teams

EDUCATION

**Master's Degree in Project Management – Midocean University
2024 – 2025**

**Bachelor's Degree in Mathematics – Umm Al-Qura University
2016 - 2022**

Certifications

- CBP – Certified Business Professional in Marketing
- Professional Training Program in Marketing and Sales
- Finance and Accounting for Non-Finance Professionals
- Basics of Front Office
- Managing Hospitality Human Resources
- Public Relations / Customer Relations

PERSONAL SKILLS

Teamwork
Effective Communication
Problem Solving
Time Management
Relationship Building
Self-Development
Adaptability
Initiative
Leadership
Negotiation Skills