

Ahmed Alharbi

0548255241 | ahmedalharbi.7710@gmail.com | Buraydah, Saudi Arabia

OBJECTIVE

A distinguished Sales Management graduate and a Certified Business Professional (CBP) in Marketing. I am seeking a Marketing Specialist position to apply my strong academic knowledge of consumer behavior, market research, and sales strategies. My goal is to contribute to the development and execution of successful marketing campaigns that drive company growth.

EDUCATION

- Diploma in Sales Management (First Class Honors, GPA 4.94/5)
 - Qassim University, Community College - Buraydah, Saudi Arabia
 - Graduation: December 2022
- Graduation Project: "Analysis and Application of Sales Management Skills"
 - The project involved research and development of practical training content, providing insights into converting leads into customers.

PROFESSIONAL CERTIFICATIONS

- Certified Business Professional (CBP) in Marketing | IBTA
 - A professional certification confirming proficiency in marketing principles, consumer behavior analysis, and market research.

SKILLS

- Marketing Skills:
 - Consumer Behavior Analysis
 - Market Research Fundamentals
 - Marketing Strategy Principles
 - Digital & Media Content Understanding
- Sales Skills (Supporting Marketing):
 - Customer Relationship Management (CRM) Principles
 - Customer Lifecycle Knowledge
 - Presentation & Persuasion Skills
- Soft Skills:
 - Analytical & Critical Thinking
 - Effective Communication
 - Teamwork & Collaboration
 - Fast Learner & Adaptability

LANGUAGES

- Arabic: Native
- English: Basic Proficiency