

Ahmed Alzomor

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EXPERIENCE

British Council, Riyadh - Marketing Manager Saudi Arabia

Jan 2020 - PRESENT

- Develop and execute marketing strategies and plans for country English language services, ensuring it drives and supports the cluster and regional strategic objectives in a flexible, cost-effective way
- agreeing the programmes, delivery mechanisms, budgets and resources with the cluster
- Managing over a million Saudi Riyal budget efficiently for the country

- Applies professional marketing expertise to develop and enhance Teaching and marketing strategies for the country and supporting exams as well in the same direction
- Managing delivery of market analysis and insights supporting stakeholders and colleagues in understanding of the country context, opportunities and challenges
- Increasing conversions through our media channels and return on ad spend

- Amplifying the reach and brand positioning and supporting brand experience consistency in collaboration with other departments.
- Working with marketing agencies in delivering our artwork and campaigns

SKILLS

Strategic Marketing
Integrated communication
Digital Marketing
Team Management
Recruitment & Interviewing
Time Management
Interpersonal Communication
English Language - Advanced
Microsoft Office

Achievements

***Managed and delivered marketing targets in the midst of the 2020 pandemic in collaboration with all departments**

***Increased conversion rate of our media channels by up to 700%**

***With a starting ZERO**

MazCenter LLC, Ohio USA — Digital Marketing & E-commerce Manager (Remote & part-time 20 hours a week)

May 2016 - Present

- Business and market research using survey and analytics tool
- Managing logistics with partners and efficiency of delivery
- Managing budget and return on marketing campaign

- Building digital marketing plans & strategies
- Conversion rate optimization and user experience
- Launching and managing products through various distribution channels and marketplaces like ebay & Amazon
- Establishing and managing an affiliate marketing program

- Launching and managing new products
- Training and managing a small team
- Working with marketing agencies in delivering our artwork and campaigns
- Responsible for customer journey, touch points and and satisfaction

- Building & maintaining relationship with suppliers
- Social media, search and display campaigns
- Content marketing
- SEO
- Developing email newsletters and building email list

British Council, Jeddah Saudi Arabia — Exams Invigilator & Supervisor (Part-time)

May 2015 - Nov 2019

- Verifying identity of candidates using finger print and taking photos and verifying their ID documents before entry to the exam
- Led & supervised delivery of English language and school

marketing budget, managed to generate SAR465,890 within 6 months for a new online store

***Reduced cost of digital ads by up to 300%**

***Increased income for IELTS exam by up to SAR250K a year in 2019 through a personal selling plan in the call center**

LANGUAGES

Arabic - Native

English - Advanced

exams

- Follow the guidelines of Equal opportunity, diversity and inclusion
- Follow all relevant brand standards & procedures
- Enable good customer flow

- Invigilate examinations to the standard required by the British Council Examinations Service and the relevant
- Follow policies in the areas of: Data Protection, Child Protection, Health & Safety, Equal Opportunities and Diversity, and Anti-Fraud.

British Council, Jeddah Saudi Arabia — *Call Center Agent*

March 2013 - Dec 2019

- Resolving customers complaints & urgent cases
- Promoting and cross-promoting our products in response to customers needs and stakeholders targets
- Inbound & outbound calls, emails and Social media enquiries in compliance to quality measures

- Increasing conversion rate from enquiry to level test booking
- Led and participated in outdoor marketing events
- In-depth understanding of British Council customers behaviour and needs such as objections, fears and needs.
- Using Salesforce CRM for customer services related tasks
- Supporting B2B customers & processing quotations
- Planning, developing and managing the delivery of call centre projects with the team and other departments

Sultan Mall, Jeddah Saudi Arabia — *Sales Executive*

July 2012 - Oct 2012

- Meet and greet
- Handling customers enquiries
- Selling and cross-selling
- Collecting and keeping cash
- Monitoring and reporting sales performance

EDUCATION

Mohammed Bin Idrees, Jeddah, Saudi Arabia — High School Certificate

May 2009 - June 2012

The Institute of Data & Marketing, London, UK *Professional Diploma In Digital Marketing*

Feb 2018 - May 2019 (Intensive)

(Level 6 Qualification, Equivalent To B.A. According To UK standards)

University of The People, USA Bachelor of Business Administration (in progress)

Oct 2020 - In progress

ACCOMPLISHMENTS BRIEF DESCRIPTION

***Managed and delivered marketing targets in the midst of the 2020 pandemic in collaboration with all departments**

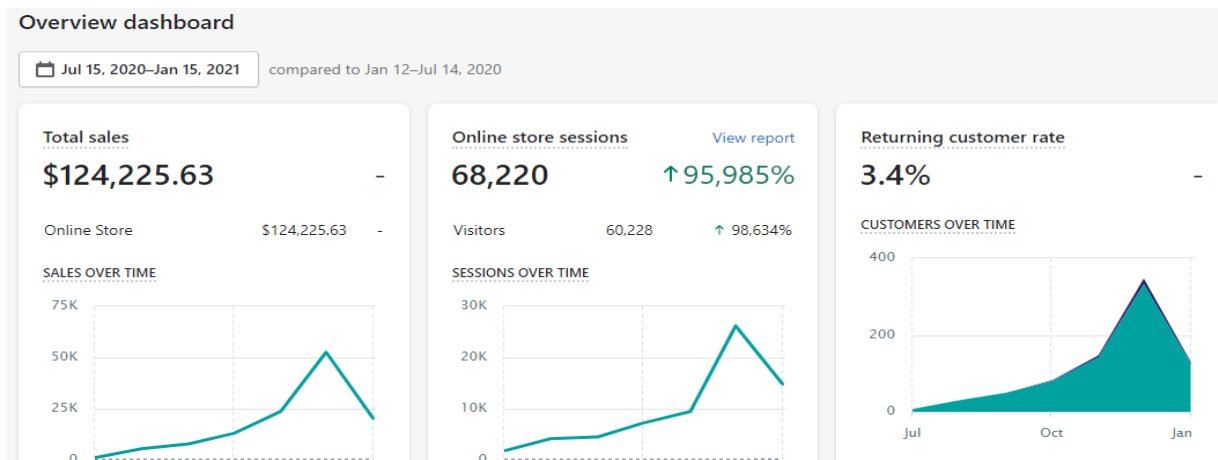
*Scenario planning, PEST and consumer analysis formulated a successful marketing messaging to adapt to any possible situation which were promoted through the right channels and helped us reach the marketing targets in collaboration with customer services and other departments. Our communication in Saudi Arabia was a role model for other countries' branches of the British Council and was followed and went viral in MENA region.

***Increased conversion rate of our media channels by up to 700%**

*Crucial to our market share and sales funnel which was decreasing during the beginning the Covid-19 pandemic and supported it by boosting the performance of our media channels, the increase of conversions ranging from 60% to 700% and exceptionally twitter received an increase of 1000% conversion rate from web visit to a confirmed lead.

***With a starting ZERO marketing budget, managed to generate SAR465,890 within 6 months for a new online store**

MazCenter LLC went through a business capital crisis and I was able help the business stands on its legs again by first analysing our strengths and opportunities which resulted in formulating new acquisition strategies and these were affiliate marketing and shopping ads and nearly half million Saudi Riyal was generated and this was during the 2020 pandemic which added extra challenges to consumer purchase power and logistics increased cost but mission was successfully achieved. Permission was taken to share the screenshot.



***Reduced cost of digital ads by up to 300%**

*The range is from 50% to 300% varying from campaign to another across our digital media channels, thanks to conversion rate optimization.

Increased income for IELTS exam by up to SAR250K a year

*Segmented unpaid IELTS candidates into groups, developed communication plan and increased conversion rate as a result it's estimated up SAR250K a year in Saudi Arabia alone and over 1 Million SAR in MENA.

Managed to Increase The Call Center Team Efficiency With Their Support

* Increased capacity and productivity of staff members for answering emails in the call center by 20% to 40% by training and implementing new processes for responding and answering our customers in English and Arabic and improving accuracy, especially accuracy when multitasking with calls.

Next: Workshops & Certificates

WORKSHOPS & CERTIFICATES

- Brand Experience
- Omni-channel communication
- B2B Digital Marketing
- Digital Marketing Diploma
- Conversion Rate Optimization
- Web Traffic Generation
- Google Analytics
- Customer Service Excellence
- Public Speaking
- Anti Fraud & Corruption
- Equality, Diversity and Inclusion
- Child Protection
- People Management
- Time Management
- Effective Communication & Presentation
- Salesforce CRM
- Information Management

Thank you for your time and looking forward to receiving your shortlisting message.

Respectfully yours,

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