

Karem Mahmoud Mohamed

Location :Jeddah, Saudi Arabia

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Summery :-

Reliable and dependable team player with excellent communication and organizational skills. Experienced in conducting comprehensive market research to identify key customer segments and target audiences. Creative marketer willing to think outside the box to secure impressive results.

Education :-

Zagazig University-Bachelor of accounting- 2006

Previous experience :-

Dr. Erfan & Bagedo General Hospital April 2023 - September 2024

Marketing Supervisor

- Analyzed customer data and campaign performance to drive improvements.
- Designed digital marketing campaigns
- Trained team in content development and project management.

My Family Clinic, Jeddah, Saudi Arabia February 2022 – February 2023

Marketing Manager

- Develop and execute marketing strategies – Plan campaigns, identify target audiences, and ensure brand consistency across all channels.
- Analyze market trends and performance – Conduct market research, track competitors, and optimize campaigns based on data insights.
- Lead and manage the marketing team – Oversee team performance, allocate budgets, and collaborate with other departments to drive business growth.

Saudi German Hospital, Jeddah, Saudi Arabia January 2020 – February 2022

Sales and Marketing Specialist

- Assisted in outbound or inbound marketing activities by demonstrating expertise in various areas.
- Worked collaboratively with colleagues and agencies to deliver fully integrated cross-channel marketing campaigns and activities.

Andalusia Group for Medical Service, Jeddah, Mecca Region January 2016 – January 2020

Marketing Specialist

- Developed and executed sales promotions, increasing revenue through targeted campaigns.
 - Analyzed data from different sources to identify cross-selling and upselling opportunities.
 - Segmented markets for customer-focused value propositions and messaging.
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Languages :-

Arabic : Fluent

English : Good
