

# ALI MOHAMMED ALGHAMDI

## PERSONAL INFORMATION

- Digital Marketing & P.R. Expert
- Columnist in Riyadh Newspaper, Author “Digital Marketing 101”
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## ABOUT

Columnist in Riyadh Newspaper, and book author of “Digital Marketing 101” & a passionate marketer and P.R. Expert with long experience in Digital Marketing and Media Investment across all channels (traditional & digital), paid, owned and earned media, with strategy and planning skills, buying and monitoring to help brands successfully drive strong and healthy market growth. Proven track record in corporate communication, creative design, media buying, branding, inbound marketing, SEO, social media, data analysis, UX, content strategy, marketing communication strategy, and IT service management. Passionate about knowledge, technology, and a deep believer in the combination of technology & communication to enable the success of the business. Marketing isn't merely what I do but what I have passion for, and it's not a day job for me but a lifestyle, that's where great work comes from, and creates added value to what I do. On the other hand, I'm a weekly columnist at Al Riyadh newspaper, and a monthly columnist at Maaal online newspaper with focus & special interest in digital marketing & modern technology.

## EDUCATION

2015 - 2016                    King Saud University                    Riyadh

### **Master of Business Administration (MBA)**

- **GPA 4.73/5 (Excellent).**

1996 - 1999                    King Abdulaziz University                    Jeddah

### **Bachelor of Science, Business Administration**

- **GPA 4.01/5 (Very Good).**
- Accelerated Bachelor Degree (**3 ½ years duration**).
- Research seminar **97%** achieved.
- Excellence academic award.

## ADDITIONAL COURSE TRAINING, LICENSES & CERTIFICATIONS

- **Project Management Professional (PMP)** certified by PMI
- **Certified Digital Marketing Professional (CDMP)** certified by DMI
- **ITIL 4 in IT Service Management** certified by AXELOS
- **Digital Marketing Nanodegree Program (Diploma)** by **Misk Academy** in partnership with Udacity, three months studying covered 10 parts, 11 practical real projects (4 real campaigns on Google, Facebook, Display Advertising, and Email Marketing).
- **Full-Stack Web Development** by “One Million Arab Coders” initiative in partnership with Udacity, three months studying covered Python, HTML and CSS and how to use Developer Tools, with developing two real projects.

- **Professional Certified Marketer (PCM)** by **AMA** in partnership with **Linkedin**, three months studying covered 12 parts.
- **Google Ads Fundamentals** certified by Google
- **5 Professional certificate by Google Analytics** Advanced Google Analytics, Google Analytics 360, Introduction to Data Studio, Google Tag Manager, Google Analytics for Power Users.
- **Digital Marketing and Media Foundations** certified by Google
- Attended Top 1000 training program at stc (four courses)
- Telecom Mini MBA.
- Attended the “Project Program Management” and the “Key to Japan’s Competitive Success” courses coordinated under Japan Cooperation Center for the Middle East (JCCME).
- **Attended marketing training program for marketer at stc** (Understanding marketing research for telecommunications, Integrated Market communication in the telecom industry, Understanding Business Customers and Business Markets, Event management for stc’s marketing activities, Management of Marketing Knowledge at stc, Marketing Knowledge Management and New Trends in a Turbulent Telecom Environment, Effective Public Relations Campaigns).
- Attended Philip Kotler seminar “Marketing 3.0” .
- **And many more:** Marketing Strategies, P.R & Protocol Art, Advertising “media buying” Effective Advertising, Reinventing the Rules for the Brand New Workplace, The Four Roles of a Leader, Innovation and Photo-Reading, Websites management and e-marketing, and attending many seminars and conferences around the kingdom.

## **SKILLS**

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- Fluent in English and Arabic (both written & spoken) I studied English for eleven months (three quarters 1999) in the United State of America at the **UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)**.
- Good organizational, communication and management skills.
- The ability to develop annual strategic campaigns for the company and its estimate of the annual budgets.
- Translate brand strategies into brand plans, brand positioning and go-to-market strategies.
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs) making professional reports.
- Monitor market trends, research consumer markets and competitors’ activities to identify opportunities and key issues.
- The ability to advertising campaigns planning and selection of appropriate advertising space for each segment of the company's customers and the highest efficiency and effectiveness.
- The ability to effectively manage advertising budget enough for the required number of campaigns launched during the year efficiently.
- The ability to study advertising, sponsorships assess the economic feasibility and creating additional advertising features and ideas.
- The ability to assess websites and discuss the economic feasibility and the return through the selection of the best with the help of electronic tools for assessment and the using of Web search engines.
- Skill in negotiating with advertising agencies, skill in studying of legal and drafting contracts.
- Skill in preparing presentations and using of computer programs and Microsoft Office applications, also fast learning for any IT skills.
- The ability to work in a changing work environment, work long hours and endure the pressures of work.

- I worked as a secretary of the Supreme Committee for Marketing and customer care, which was headed by Chairman of the Saudi Telecom Company (Khaled Melhem).
- Member of the media and advertising campaign for the National Committee to add a zero on the mobile number as well as the national zero fixed-line campaign.
- Holds shields and certificates of appreciation from the president of the Saudi Telecom Company and G.Ms of corporate communication, and marketing.
- I had a business articles specialized in advertising in some newspapers and magazines.

## **INTERESTS AND ACTIVITIES**

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Reading, Diving and attending of conferences and seminars related to the science of marketing, especially advertising and digital marketing.

## **PROFESSIONAL EXPERIENCE**

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Jan 2025 – Present

**Consultant & Freelancer** | Various Agencies

Collaborating with multiple agencies on diverse projects in marketing, public relations, digital marketing, and branding. Providing strategic insights, campaign development, and execution support across industries, with a focus on delivering measurable results and enhancing brand presence.

Dec 2022 – Jan 2025

**Media Professional** Saudi Telecom Company

Developing content for press releases, articles, website, social media platforms, and advertising copy. Also, managing media plans and overseeing media presence at conferences, forums, and exhibitions where stc Group participates.

Dec 2017 – Dec 2022

**Digital Communications Professional** Saudi Telecom Company

Developing marketing campaigns, handling the digital marketing strategy, engaging with prospects on social networks, helping create landing pages and improving the user experience on all stc App and websites.

Dec 2010 – Nov 2017

**Media Investment Section Manager** Saudi Telecom Company

Coordinating all media communication between all units including media agencies & stc business units. Major strengths including discussing, reviewing & analyzing all media activities carried out by stc across both (BTL & ATL) for all channels (traditional & digital), develop annual strategic campaigns for the company and its estimate of the annual budgets, also generate strategies that grow market share and brand's reputation, improve customer experience and drive growth.

June 2008 – Nov 2010

**Marketing Communication Supervisor** Saudi Telecom Company

Working with all units (marketing team) & conducting a major role as a communication liaison between media agencies & stc business units in terms of discussing, reviewing & approving submitted media plans & shared artworks; this includes both (BTL & ATL) in all media channel.

Feb 2004 – June 2008

**Marketing Communication Specialist** Saudi Telecom Company

Working with PB unit “marketing team”, preparing the campaigns visual and material (BTL & ATL), also follow up with all campaigns (look & feel) and Analyze how our brand is positioned in the market and crystallize targeted consumers insights.

April 2001 – Jan 2004

**Marketing Specialist** Saudi Telecom Company

Worked with Marketing Communication & Marketing team, preparing business presentations & sharing minutes of meeting report post conference with highlighting the agreed upon points & how to move forward.

Oct 2000 – March 2001

**Customer Service** Al- Rajhi Commercial Foreign Exchange

Provided various services to customers such as transferring of account, foreign exchange and new accounts opening.

## **RECOGNITIONS**

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- Many certificates of achievement received for the achievements in the last 10 years.
- Two certificates of achievement from the president of STC “Saud Al-Daweesh” for the media efforts in GITEX 2009 and GITEX 2010.
- Certificate of achievement from the president of STC “Khalid Al-Mulhem” for the success of “National Zero campaign”.
- Certificate of achievement from G.M “Saad Bin Dhafer Al-Qahtani” and from G.M “Saleh N. Al-Jasser” as the best employee in the department.