# Musaad Alshaye

## Digital Marketing | Content Creation | Marketing Strategy

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## PROFESSIONAL PROFILE

As a marketing professional with hands-on experience in brand marketing, campaign execution, and customer engagement, I bring a strong foundation in digital marketing, market analysis, and performance reporting. Skilled in developing promotional initiatives, analysing competitor trends, monitoring KPIs, and creating customer-focused marketing solutions. Passionate about supporting business growth through data-driven strategies, brand development, and effective marketing communication.

## PROFESSIONAL EXPERIENCE

**Connect Service – Apple iPro Project | Saudi Arabia**
Marketing Specialist | May 2024 – Present.

Key Achievements
- Increased brand visibility through targeted marketing initiatives and promotional campaigns.
- Trained and onboarded 12+ new employees on Apple products and customer experience standards.
- Supported sales growth by delivering engaging product demonstrations and market insights.

Core Responsibilities
- Represent Apple and coordinate with store management to support daily operations and ensure brand standards.
- Develop promotional campaigns, create short-form marketing content, and analyse competitor pricing and market trends.
- Review weekly sales reports and KPIs, deliver personalised product demonstrations in Arabic and English, and ensure data accuracy.

**Jarir Bookstore | Saudi Arabia**
Sales Associate, Computers & Electronics | October 2022 – May 2024.

Key Achievements
- Exceeded individual sales targets through consultative selling techniques.
- Increased average transaction value by recommending complementary products and upgrades.
- Maintained high customer satisfaction by delivering professional product guidance.

Core Responsibilities
- Assisted customers in selecting computers, tablets, smartphones, and accessories based on their needs and budget.
- Recommended suitable products, accessories, and upgrades to maximize customer value and sales performance.
- Resolved customer inquiries and complaints by identifying issues and providing effective solutions while building long-term customer relationships.

## ACADEMIC BACKGROUND

**Arab Open University | Saudi Arabia**
Bachelor's Degree in Marketing | June 2023 – June 2026.

**Riyadh College of Technology | Saudi Arabia**
Diploma in Marketing | January 2019 – December 2022.

## CERTIFICATES & LICENSES
- Google Analytics for Beginners: Marketing Essentials GA4 | Coursera | May 2026.
- Fundamentals of Digital Marketing | Google | April 2026.

## TESTS
- Standardized Test of English Proficiency (STEP) | Score : (81) | May 2023.

## HONORS & AWARDS
- Certificate of Customer Service Excellence | Connect Marketing Services | November 2024.
- Employee of the Month | Jarir Bookstore | May 2023.

## PORTFOLIO
- My Portfolio: https://musaad-alshaye.pages.dev

## SKILLS

**Marketing & Brand Management:**
- Campaign Planning.
- Market Research.
- Competitor Analysis.

**Digital Marketing & Analytics:**
- Content Creation.
- KPI Tracking.
- Marketing Reporting.

**Sales & Customer Engagement:**
- Customer Relations.
- Consultative Selling.
- Complaint Resolution.

**Business & Productivity Tools:**
- Microsoft Office.
- Adobe Premiere Pro
- Claude.

## LANGUAGES
- Arabic (Native).
- English (Upper-Intermediate).