



Waad Boukhari

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PROFESSIONAL SUMMARY

Driven Product Marketing Manager skilled in brand messaging and positioning. Proven record of conceiving and crafting marketing activities that drive demand. Possesses astute attention to detail and to grasp and translate technical capabilities into value for customers.

WORK HISTORY

PRODUCT MARKETING MANAGER

10/2023 to CURRENT

SDC App | Jeddah, Saudi Arabia

- Designed and implemented a comprehensive loyalty program, including program economy, interface development, and terms and conditions.
- Acted as the product owner for the loyalty program, creating a future plan to sustain its success.
- Initiated a data centralization project, creating a proposal for onboarding a data warehouse and hiring a data engineer, and identifying key marketing KPIs for tracking through Power BI dashboards

BUSINESS DEVELOPMENT MANAGER

01/2023 to 09/2023

SDC App | Jeddah , Saudi Arabia

- Created strategic collaborations with external entities to increase app users.
- Generated more than 200 leads by approaching new prospects and introducing our services.
- Optimized the sales presentation, incorporating feedback and conducting research, and modified package plans to add new services and suggest improvements.
- Developed a new contract for onboarding clients, working closely with the legal consultant.
- Represented company and promoted products at conferences and industry events.

PRODUCT MANAGER

04/2021 to 12/2022

SDC App | Jeddah , Saudi Arabia

- Planned and directed dashboard and app functions, features, and reports for all business stakeholders.
- Led the development and launch of 3 new applications, collaborating with UX/UI designers and the IT team to ensure seamless execution.
- Created and managed the dashboard features for the applications, including establishing KPIs to monitor performance.
- Worked closely with the digital marketing manager to integrate third-party tools for user retention and engagement.
- Developed product documentation to communicate product changes to internal teams.
- Incorporated UX/UI product changes to drive customer engagement and firm profits.
- Analyzed metrics to measure product performance.
- Collected customer requirements, directed testing, and conducted continuous evaluations to make proactive adjustments to the apps.
- Created a new website from scratch, conducting market research, gathering requirements, collaborating with UX/UI designers and the IT team for implementation, and optimizing content for user engagement.

MARKETING MANAGER

06/2018 to 03/2021

SDC App | Jeddah , Saudi Arabia

- Led the creation of a detailed brand strategy, identifying components such as brand values, tone of voice, personality, archetype, vision, and mission, and translating it into a new brand identity.
- Developed a detailed execution plan for monthly content, covering app banners, pop-ups, blogs, social media posts, email marketing, notifications, SMS, WhatsApp marketing, and offline marketing materials.
- Maintained a content marketing calendar for consistent delivery across all channels.
- Worked on social media ads planning and retargeting strategies, supervising the creation of copy and creative content.
- Planned and executed influencer marketing campaigns, ensuring alignment with brand objectives and target audience.
- Created a full engagement plan to decrease user retention by creating segments based on demographics and app and purchasing behaviors.
- Developed a marketing automation plan for B2B leads after entering the sales funnel, optimizing lead nurturing and conversion rates.

MARKETING SPECIALIST

07/2017 to 05/2018

SDC App

- Management of all social media projects and campaigns
- Identifying right influencers and brief them on script prior to campaign launch
- Ensure SDC App offline marketing correctly reflects online marketing
- Owned monthly content planning process that included regular alignment with Creative Designer and Copywriter
- Partaking in project related to website and app enhancement
- Monitor website and app analytics to gain insight into visiting traffic and shape communication delivery
- Led project to improve company website by adding informative content on to partners
- Led project on company rebranding
- Led Ramadan Iftar event for purpose of PR and public awareness through social media influencers as well as business figures.

SOCIAL MEDIA SPECIALIST

10/2016 to 11/2016

MDM Brand Communications

- Creating social media and content strategy, content planning as well as managing social media accounts.

SALES & MARKETING INTERN

05/2015 to 01/2016

Careem

- Worked in different areas and projects within sales, marketing as well as fleet operations.

SOCIAL MEDIA EXECUTIVE

05/2015 to 01/2016

DeveCode

- Responsible for all DEVECODE social media platforms: Content and posting YouTube marketing Website design.

PUBLIC RELATIONS COORDINATOR

01/2013 to 01/2013

Coca Cola, Foundation

- Awareness campaign about organs donation and how you can be a donor.

EDUCATION

Bachelor Degree | Advertising

12/2017

University Of Business And Technology, Saudi Arabia -Jeddah

- Graduated with 4.55 GPA
- Majored in Advertising Communication

SKILLS

- App marketing
- MarTech
- AdTech
- Automated Marketing
- Research and trend analysis
- Strategic Planning
- Product development
- Project Management
- Staff Management
- Customer Relationship Management (Crm)
- Campaign management
- Budgeting and Allocation
- Content marketing

CERTIFICATIONS

- **March 2017** | Graduation Certificate - Lynx Academy from Leo Burnett MENA (Middle East & North Africa)
- **2016** | Certificate of Social Media Marketing from SO ME Academy
- **November 2014** | Certificate of Talent from Quest by Unilever
- **March 2014** | Think Branding workshop from University of Business and Technology
- **December 2013** | Certificate of Recognition from NJAZ -Saudi Arabia