



Naif Nabil Salamah

Marketing | F&B | PR

◆ Contact

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◆ Additional Expertise

- Communication Strategies
- Strategic planning
- Sales & Marketing
- Time Management
- B2B Strategies
- Negotiation
- Liaising
- Campaign Development
- Requirement Analysis
- Event Coordination
- Budget Management
- Crisis Management
- Team Management
- Leadership
- Team Leading
- Event Planning

◆ Academic

Bachelor Degree in Marketing,
King Saud University, Riyadh,

◆ Computer Skills

- Professional computer user
- Microsoft Office Package

◆ About me

Profile: Seasoned industry professional with 17+ years of insightful experience in media & PR campaigns, event development & management, marketing communications, training & development and people management.

Goal: Exploring senior opportunities across any industry with a view to add further value to the company and foster growth.

◆ Value Addition

- Self-motivated, enthusiastic and with a can-do positive attitude with a proven ability to ensure the smooth running of each event hosted. Experienced in budget management and hosting annual conferences, receptions and promotional events.
- Utilizing excellent interpersonal skills and mentoring ability to motivate and instil drive for better performance.
- Experience combining business acumen & resource planning skills to contribute to organizational growth and profitability.
- Focus on results. Effectively identify & tackle tough problems and follow through to satisfactory conclusion.
- Competent at managing the gamut of activities in line with client requirements while ensuring complete satisfaction. Business acumen includes an aptitude in developing and nurturing healthy relationships with clients which eventually helps in the development of future business prospects.
- Adept at managing cross-functional and multi-cultural teams with efficiency in training, motivating and monitoring performance as per organizational objectives.

◆ Career Achievements

One of the team members that created & started the B2B Marketing Dept. in STC Business unit, that has become one of the most successful Dept. in STC Group & a leader in creating B2B Marketing in the region, as well as keep on developing new strategies & Techniques that maintain its leadership.

◆ Career History

● Droplet Marketing & Event Management company, Riyadh _CEO

As CEO

Key Results Areas:

- Developing & Managing the company Strategic Plan, making sure that we achieve our yearly goals.
- Managing the Daily operation works for the company.
- Developing the sources of income by updating the business Model & keep it open to all new opportunities in the Market.
- Supporting all Business units to achieve their goals.
- Coaching all senior management level.
- Setting the company recommended Budget.
- Managing all stakeholders needs by (supporting & team building) to create a harmony between Company departments.
- Looking for new opportunities for investing or expanding.
- Finding the right candidates for higher management, that will help improving & supporting the image of the company as a leader in the market.
- Supervising & tracking all the new services, Products, Campaigns.
- Assisting in designing communication strategies for launching various products, services & marketing campaigns.
- Maintain the relationship between the company & it's clients.

● Al shabab football club Sep 2021 - present

Board member for the investments committee

Objectives :

- 1) Evaluate sponsorship's opportunities.
- 2) finding best investment solutions to support the club .
- 3) Enhance the digital and media presence of the club to increase market share.
- 4) improve social media presence and engagement to increase market value .
- 5) Articulations of programs and investments opportunities .

● Creative Development company, Riyadh _Board Member (2020 - now) _CEO (2017 - 2020)

As Board Member

Key Results Areas:

- Developing & approving the Company Strategic plan.
- Supervision the yearly plan that helps the growth of the company.
- Reviewing the sources of income by reviewing the Business Model received from the Company Management.
- Reviewing the Budgeting of the company & approving it.
- Supporting the Managing team with all consultations needed.
- Reviewing the Yearly Business Plan.
- Looking for new opportunities by either obsession businesses or investing in Projects .

As CEO

Key Results Areas:

- Developing & Managing the company Strategic Plan, making sure that we achieve our yearly goals.
- Managing the Daily operation works for the company.
- Developing the sources of income by updating the business Model & keep it open to all new opportunities in the Market.
- Supporting all Business units to achieve their goals.
- Coaching all senior management level.
- Setting the company recommended Budget.

- Managing all stakeholders needs by (supporting & team building) to create a harmony between Company departments.
- Looking for new opportunities for investing or expanding.
- Finding the right candidates for higher management, that will help improving & supporting the image of the company as a leader in the market.
- Supervising & tracking all the new services, Products, Campaigns.
- Assisting in designing communication strategies for launching various products, services & marketing campaigns.

● SAUDI TELECOM (STC), RIYADH-

_Government Sales Manager (2016 – 2017)

_PR & Event Manager (2011 – 2015)

_Exhibition & Conference Manager (2008 - 2011)

_Senior Sales Supervisor - Eastern Region (2004 – 2008)

_Sales Executive (2003- 2004)

As PR & Event Manager

Key Results Areas:

- Developing the media & PR campaigns that improve the image of the company as an ICT leader in the market.
- Functioning as the Marketing Communication Acting Director - substituting the Manager place while he's absent for the last 3 year and leading the Marketing communication Department.
- Ensuring that the yearly marketing communication strategic plan is set on time.
- Coordinating with Media & PR agency's to prepare all marketing campaigns.
- Evaluating advertising & promotions to ensure that the campaign messaging is in alignment with the strategic goals.
- Managing all enterprise participation (exhibitions / conferences / events) that improve & support the image of the company as a leader in the market.
- Supervising & tracking all the new promotions, Ads.
- Assisting in designing communication strategies for launching various products, services & marketing campaigns.
- Aligning with various product owners & stakeholders on upcoming launches and events & campaigns.

Highlights:

- Successfully led the new corporate campaign about the image of the new enterprise for all enterprise customers, which had a big impact on dealing with our customers.
- Achieved & supervised 110 successful events in year 2013 that support sales team to achieve their target & impact the image of the company.
- Achieved & supervised 95 successful events in year 2012 that support sales team to achieve their target & impact the image of the company.
- Achieved 18 successful campaign between (ATL/ BTL), that supported the sales team to achieve & exceed their target & helped to remain the image of the company as a leader in the market.

As Exhibition & Conference Manager

Key Results Areas:

- Set the exhibitions yearly plan, by choosing specialized exhibitions & conferences that support our industry
- Developed the KPIs for each exhibition.
- Trained the sales representative & shared with him the goal from the participation.
- Coordinated with the contractors in preparing the participation needs (stand / Brochures).
- Interviewed each representative & checked if he's the right man to present the company.
- Provided all the logistical support for the representatives.

Highlights:

Successful in achieving 120 Successful events in year 2010 & 105 Successful events in year 2009, that support sales team to achieve their target & impact the image of the company.

As Senior Sales Supervisor

Key Results Areas:

- Developed the region main target & supervise the distribution of the main target to all cities in the region.
- Followed up the region's sales target and ensured that they achieved the targets.
- Supported sales team with all logistics materials.
- Prepared all training requirements for new services to all sales team members in the region.
- Prepared monthly reports about sales performance of the region.
- Created a challenge between the cities of the region to ensure achievement of the region's sales target.

Highlights:

Achieved the region's sales target for three years in a row as the best region (180% / 220% / 150%).

As Sales Executive

Key Results Areas:

- Followed up on the sales target & supported all sales offices to achieve their target.
- Developed the monthly reports about the sales performance and prepared monthly visits to sales offices to check how they are doing work & to check on their needs.
- Supported all Business sales offices with logistic materials (brochures etc.)

Highlights:

Achieved the sales target by 140 %.

Star Najd Agricultural Est, Riyadh Marketing Manager (2001 – 2002)

As Marketing Manager

Key Results Areas:

- Prepare the Marketing campaigns that help to achieve their target.
- Developed the monthly reports about the sales performance and prepare monthly visits to new customers to do experiments in customers locations to support sales.
- Prepare all logistic materials (brochures / DVDs / etc.)
- Prepare the main website for the company.
- Design the packing & assure that's it satisfy the marketing requirements.
- Meet the suppliers & choose the appropriate packing.

Highlights:

As a Startup Company, am proud to be a valid member in leading the company in a short time to become one of the top three companies in the market.

Al Ali Advertising Agency, Riyadh Marketing Manager (2002)

As Marketing Manager

Key Results Areas:

- Coordinate with our customers & determine their needs & prepare the suitable marketing campaign.
- Visit our clients in monthly basis in order to keep & maintain the relationship with our clients.
- Look for new clients to serve to support the company portfolio.
- Maintain & build good relationship with all local newspapers & Satellite TV agencies.

Highlights:

Re-build the agency after a long period of time, am proud to be a valid member in re-building the agency in a short time & having a good portfolio.

Saudi Export Development Center, Riyadh Administrator (2001 - 2002)

As Administrator

Key Results Areas:

- Coordinate with all members of SEDC & share with them all instructions issued by ministry of commerce.
- Visit random members in monthly basis in order to keep & maintain the relationship with our members.
- Look for new members by calling & visiting them to present the value of the membership to support the center portfolio.
- Organized the first Halal Summit in Riyadh.
- Participate in overseas Summits to present SEDC.

Mahmoud Saleh Abbar CO., Riyadh Marketing supervisor (2001)

As Marketing Supervisor

Key Results Areas:

- Coordinate with our sales showrooms & determine their needs & prepare it.
- Visit our sales showrooms in monthly basis in order to check how our sales representatives act with customers.
- Supervise the display of product in the showrooms & ensure that it's displayed in an appropriate way.
- Study the company product to find its features & benefits.
- Prepare an awareness campaign for customers & employees how to determine the difference between the original product & copy.

Before Graduation AL-NAJOU Trading & Contracting Est., Riyadh Executive Supervisor (1999 - 2001)

As Executive Supervisor

Key Results Areas:

- Coordinate with our suppliers to ensure the company needs.
- Visit our construction sites in monthly basis in order to check how the workflow & to set with the supervisors to prepare their needs.
- Look for new suppliers that can help us in keeping the workflow & ensuring not exceeding the timeline.
- Find ways how to benefit from leftovers materials.

◆ REWARDS & RECOGNITION

- Awards of appreciation & recognition for outstanding achievement and as the Best Employee in the exhibition in the GETEX Exhibition in Dubai 2012 and in the GETEX Exhibition in Riyadh 2010.
- Certificates of appreciation & recognition for outstanding achievement in GETEX 2010 from STC CEO and Marketing GM.
- Certificate of appreciation & recognition of outstanding achievement for supporting the Activities of - Riyadh Chamber of Commerce through the Strategic Partnership with STC 2010 from The PR & Media - GM in Riyadh Chamber of Commerce.
- Certificate of appreciation & recognition of outstanding achievement in The Competitive advantage Forum Riyadh 2009 from Human Capital VP.

- Certificate of appreciation & recognition of outstanding achievement in GETEX exhibition in Riyadh 2009 from STC CEO.
- Certificate of appreciation and recognition of outstanding achievement in the GETEX exhibition in Riyadh 2008 from STC CEO.
- Certificates of appreciation & recognition of outstanding achievement in the Business & Investment Forum and exhibition at Marriott, Riyadh 2008 from MIX Exhibitions & Events Organizing and from the GM of Marketing.
- Certificate of appreciation and recognition of outstanding achievement in the GETEX exhibition in Riyadh 2008 as the Best Employee in the exhibition, from the GM of Marketing.
- Certificate of appreciation & recognition of outstanding achievement in the Halal products exhibition & conference.
- Certificate of appreciation & recognition of outstanding achievement in the Agricultural productivity equipment conference.
- Certificate from the GM for appreciation & recognition for achieving & exceeding all sales targets & private projects in the year 2007.
- Certificate from the GM for passing the 2nd level of information security awareness.
- Certificate of appreciation and recognition of outstanding achievement in the GETEX exhibition in Riyadh 2007 from the GM of Marketing.
- Certificate of appreciation and recognition of outstanding achievement and valuable contribution in the free campaign for the free phone service in the year 2006.
- Certificate from the GM of best employee in the year 2005.
- Certificate of appreciation and recognition for achieving & exceeding all sale targets & private projects in the year 2005.
- Certificate of appreciation and recognition of outstanding achievement and valuable contribution in the year 2004.

✦ Trainings & Certificates

- Strategic Leadership Thinking (2015).
- Internalizing the change for managers (2015).
- Leadership Skills (2014).
- B2B Marketing (2013)
- CEM "Customer Experience Management "(2013)
- Economic Feasibility (2013)
- Marketing Simulation Part 3 (2011)
- Marketing Simulation Part 1 (2010)
- Marketing Skills (2010)
- Marketing & Opportunity Forum by Philip Kotler (2010) in Bahrain
- Preparing business plan for small projects course (2010)
- UP YOUR SERVICE College: Building Supervisor Skills. (2009).
- Specialized English course in TOEFL Level (LSI) (2009)
- Empowering your workgroup: Delegate for Results (2009)
- Developing as a Manager: The Many Role of a Manager (2009)
- Branding your Internet Identity: Form Strategic Alliances (2008)
- Customer care assets (2007)
- Microsoft Access (2007)
- Flash Animation Design (2006)
- ICDL (International computer driving license) (2008)
- Marketing & Sales skills Development (2006)
- Journalism skills (2005)
- Specialized courses in Saudi Telecom programs (2004)
- Benchmarking (2006)

