

NAYAB CHANGAIZ AHMED

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Nationality: Bahraini | **Date of Birth:** 14/06/1999

🎯 PROFESSIONAL SUMMARY

Dynamic and results-driven Business Management graduate with a strong foundation in marketing, administration, and accounting principles. Proven ability to manage cross-functional responsibilities, develop effective marketing strategies, and deliver data-driven insights. Known for attention to detail, excellent communication, and a creative problem-solving mindset. Currently serving as a Marketing Manager at Al Jazeera Contracting, leveraging a blend of digital marketing, strategic planning, and content development expertise.

📁 PROFESSIONAL EXPERIENCE

MARKETING MANAGER

Al Jazeera Contracting – Jeddah, Saudi Arabia

May 2025 – Present

- Leading the planning and execution of strategic marketing campaigns across digital and traditional platforms.
- Developing content calendars and overseeing brand communication across all social media channels.
- Coordinating with internal departments to align marketing strategies with business goals.
- Managing marketing budgets and vendor relationships to ensure cost-effective operations.
- Conducting market research and competitor analysis to identify growth opportunities.
- Supervising the creation of promotional materials including brochures, catalogs, and banners.
- Implementing CRM tools to track leads, conversion rates, and campaign ROI.
- Improving brand visibility through SEO, social media ads, and Google Ads.
- Building and maintaining relationships with clients, partners, and contractors.
- Monitoring KPIs and preparing performance reports for senior management.
- Organizing participation in local exhibitions and industry events.
- Collaborating with design teams to ensure consistent brand representation.

ADMINISTRATION / MARKETING COORDINATOR

DIDA Factory – Jeddah, Saudi Arabia

Feb 2024 – Apr 2025

- Maintained digital and paper filing systems to ensure organized documentation.
- Handled customer inquiries and managed timely updates and responses.
- Developed marketing materials including company logos, catalogs, and posters.
- Managed Instagram content, ensuring visually appealing and engaging posts.
- Conducted customer and supplier data entry with a high level of accuracy.
- Designed and created Techpacks using Techpacker software for product development.
- Coordinated with suppliers and tracked performance using Excel.
- Managed website content via CMS platforms and ensured regular updates.
- Utilized Excel (VLOOKUP, pivot tables) for accurate data analysis and reporting.
- Created marketing strategy proposals and brand guidelines documentation.
- Reconciled vendor and client documentation, ensuring compliance.

SALES INTERN

Bahrain Petroleum Company (BAPCO) – Bahrain Jun 2022 – Aug 2022

- Supported the sales team with market research and competitor analysis.
- Analyzed sales data to determine key trends and performance gaps.
- Participated in preparing client proposals and sales presentations.
- Assisted in customer onboarding and follow-up communications.
- Managed CRM entries and customer segmentation.
- Created daily sales performance reports and presented insights to management.
- Contributed to internal knowledge-sharing through reporting and case studies.
- Participated in team meetings and shared customer feedback with product teams.
- Conducted product feature comparisons with industry benchmarks.
- Supported the marketing team in organizing product showcases and demos.
- Coordinated inter-departmental communications for smooth workflow.
- Shadowed senior sales professionals to understand end-to-end client management.

EDUCATION

Bachelor of Science (B.Sc.) in Business Management

Minor in Accounting

University of Bahrain | Sep 2019 – Sep 2023

ACHIEVEMENTS

- Participated in Head Start Program – INJAZ
- Attended Innovation Camp – INJAZ (2023)
- Certified in Graphic Design – DigiSkills

KEY SKILLS

- Strategic Marketing & Campaign Planning
- Content Creation & Social Media Management
- Data Analysis & Reporting (Excel, VLOOKUP)
- Techpacker, CMS, Canva, and Adobe Tools
- Digital Marketing (SEO, SEM, Google Ads)
- Strong Communication & Interpersonal Skills
- Client Relations & Vendor Management
- CRM & Sales Tracking Systems
- Financial Basics & Cost Control
- Microsoft Office Suite
- Organizational & Time Management
- Creative Problem Solving

LANGUAGES

- **English** – Proficient (C2)
- **Urdu** – Proficient (C2)
- **Arabic** – Intermediate (B1)