
Ruyuf Salim Al-Ajmi

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Professional Summary

Creative and results-driven marketing professional specializing in advertising campaign planning, design, and strategic communication. Skilled in persuasive communication, creative problem-solving, and developing innovative marketing solutions that drive engagement and growth.

Education

Imam Mohammad Ibn Saud Islamic University (IMAMU)

Bachelor's Degree in Advertising and Marketing Communication

2015 – 2019 | GPA: 4.66 / 5.00

Saudi Logistics Academy

Joint Diploma Program

Joined: May 11, 2025 | Expected Graduation: March 2026

Professional Experience

Saudi Airlines: Customer Service Representative (Call Center) Jan 2025 – Jan 2026

Managed inbound and outbound customer service calls efficiently, ensuring high satisfaction rates.

Provided accurate travel information, handled booking inquiries, and resolved customer issues promptly.

Operated the Amadeus reservation system .

Third Mind for Public Relations and Communication: Marketing and Campaign Planner 2021

Planned and executed marketing campaigns for clients, including a national campaign for the Ministry of Justice.

Designed advertising materials and developed strategic marketing plans to boost visibility.

Naqel Express: Customer Service Representative 2019 – 2020

Delivered excellent customer service and maintained client satisfaction through effective communication.

Key Projects

- McDonald's Advertising Campaign — Developed a creative advertising plan highlighting brand appeal and audience engagement.

Skills

Marketing Planning | Advertising Design | Communication & Persuasion | Microsoft Office | Teamwork | Problem Solving | Creativity | Time Management | Flexibility | Amadeus Reservation System (Booking, Cancellation, Modification, Upgrade)

Training & Courses

Preparing Graduate Students for the Job Market — Saudi Aramco, Dec 2018 (by Hanan Al-Olayan)

Brand and Its Impact on Small Business Growth — Al-Yamamah University, Nov 2017 (by Khalid Al-Rajhi)