

NOURAH ALSAIF

BUSINESS ADMINISTRATION | ADMINISTRATIVE | HR | MARKETING SUPPORT

CONTACT

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SKILLS

- Marketing & Creative:** Content Creation, Graphic Design, Marketing Planning, and Market/Consumer Behavior Analysis.
- Soft Skills:** Working under pressure with flexibility, Problem-solving, Decision-making, Initiative, and Effective Communication.
- Administrative:** Human Resources Operations, Time Management, Analytical Thinking, and Professional Presentation Skills.
- Technical:** Expert in Microsoft Office Suite (Word, Excel, PowerPoint) and quick adaptability to new technical systems.

LANGUAGES

- Arabic:**(Native)
- English:**(Good)



PROFESSIONAL SUMMARY

I possess the ability to work across management, marketing, and human resources, with a solid understanding of business organization and task coordination. Skilled in supporting administrative operations, participating in marketing plan preparation, and analyzing market needs. Additionally, I manage human resources affairs such as data organization and assisting in recruitment and development procedures. My focus is on improving workflows and enhancing performance efficiency through practical solutions that fit the work environment and achieve desired goals.



WORK EXPERIENCE

Marketing Specialist (Intern) | Qassim Technical Association

Identity Building: Contributed to the naming and branding of the project's marketing agency, achieving **100%** management approval for the final identity.

Operational Efficiency: Re-structured and delegated team tasks, improving workflow organization and reducing task overlap by an estimated **30%**.

Quality Assurance (QA): Supervised content review and editing, reducing technical and linguistic errors by **25%** before the final executive presentation.

Decision Support: Designed and developed a comprehensive company profile, accelerating the management's decision-making process by **40%**.

Marketing & Delivery: Produced creative marketing content and delivered professional presentations to senior executives, ensuring all project milestones were met **15%** ahead of schedule.

Administrative Assistant | Ma'yar Al-Najah for Training Solutions (July 2025 – Sept 2025)

Human Resources: Developed digital and physical archiving systems to manage administrative records, ensuring data accuracy and ease of retrieval.

Planning & Coordination: Synchronized workflows between various departments to ensure seamless daily operations and flexibility in handling administrative challenges.

Reporting: Analyzed task progress and issued periodic reports to support strategic decision-making and boost overall productivity.



EDUCATION

- Bachelor** of Business Administration - Qassim University.
College of Economics and Administration (AACSB Accredited).
GPA: Very Good.
Graduation Year: Jun 2026.

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ACADEMIC PROJECTS & RESEARCH

- World Cup Event Management (2034/2035): Developed a comprehensive proposal covering logistics, organizational frameworks, and security for the global event.
- Institutional Performance Analysis (Dallah Health & Sulaiman Al Habib): Conducted a comparative financial and operational study between Dallah Health and Dr. Sulaiman Al Habib Medical Group (2022).
Strategic Analysis Study (SABIC): Performed a full strategic evaluation of SABIC, including external environments, competitive advantage, and value chain strategies.
- Marketing Research (BUS471): Conducted field research on "The Impact of Social Media Advertising on Consumer Behavior in the Al-Qassim Region."
- Palm Fronds Project (Sa'af): Managed a sustainable entrepreneurship project focused on local resource utilization and production efficiency.
Strategic Presentations: Delivered professional presentations on "Business Process Re-engineering (BPR)" and strategy implementation challenges.



VOLUNTEER WORK

- Ambassadors of the Vision Forum: Actively participated in organizing the "Scholarships to Build the Future" forum (May 2025).
- Crowd Management: Completed 20 volunteer hours in field organization, crowd control, and direct public relations during major events.
- Women & Family Forum: Volunteered in administrative and organizational capacities with the "Abnaa" Association for Orphans.
- Leadership Trainer: Designed and delivered a training workshop on "Effective Leadership Skills" to enhance team collaboration and performance



CERTIFICATIONS

- Digital Transformation and its Impact on Business (2025).
- Project Management - Google Developer Groups (GDG) Qassim (2025).
- Marketing & Communication Dimensions: "Beyond the Idea" (Oct 2024).
- Principles of Project Management - Ma'arif Scientific Training Center (2024).
- Computer Applications in Office Work (2024).
- Principles of Supply Chain - Doroob Platform (2022).
- Intensive English Language Course (2018).
- Time Management Skills (Steps with the Clock) - Osrah Association (2017).