

# Jasser Nasser Almadhi

Marketing | Operations | Sales

+966 552 430 555

[jnmadee@gmail.com](mailto:jnmadee@gmail.com)

Saudi Arabia

## PROFESSIONAL PROFILE

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Results-driven marketing and operations professional with over 16 years of experience across marketing, media, event management, telecom operations, and sales supervision. Skilled in leading teams, optimizing processes, executing targeted campaigns, and enhancing customer engagement. Demonstrates expertise in project coordination, performance reporting, and strategic decision-making to achieve business objectives and operational excellence.

## PROFESSIONAL EXPERIENCE

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### Aldrees Petroleum and Transport Services Company | Saudi Arabia

Marketing Specialist | December 2025 – Present.

#### Key Achievements

- Successfully enhanced brand visibility across Al-Drees stations in northern Riyadh governorates.
- Implemented targeted marketing campaigns that increased customer engagement and sales.
- Developed performance reports to track regional marketing effectiveness and optimize strategies.

#### Core Responsibilities

- Supervising and coordinating operations at Al-Drees stations in northern Riyadh governorates.
- Planning and executing marketing initiatives to drive brand awareness and customer loyalty.
- Analyzing market trends and competitor activities to inform strategic decisions.

### Dubizzle Group | Riyadh | Saudi Arabia

Media Specialist | December 2024 – June 2025.

#### Key Achievements

- Optimized advertising content for the Bayut platform, increasing audience engagement.
- Produced high-quality real estate visual content, including photography and drone footage, enhancing property listings.
- Streamlined content processing workflows, improving efficiency in text and language editing.

#### Core Responsibilities

- Managing and curating advertising content for Bayut platform and Bayut YouTube channel.
- Editing and processing content in text and language to ensure clarity and consistency.
- Conducting real estate photography, including drone shoots, to create appealing property visuals.

### AlFaisaly Saudi Club | Harmah-Riyadh | Saudi Arabia

Event and Conference Organizer | January 2024 – December 2024.

#### Key Achievements

- Successfully organized and managed multiple club events, enhancing fan engagement and club visibility.
- Coordinated league match events, ensuring smooth operations and positive attendee experiences.
- Implemented community-focused activities, strengthening the club's local outreach and reputation.

#### Core Responsibilities

- Managing and operating club events from planning to execution.
- Coordinating activities during league matches, including logistics and event support.
- Covering events on the field and preparing media reports to document and promote club activities.

### Saudi Telecom Company (STC) | Saudi Arabia

Operations Supervisor | January 2015 – December 2022.

#### Key Achievements

- Streamlined installation and maintenance operations for the business sector in northern Riyadh, improving efficiency and service quality.
- Optimized inventory management and contractor performance, ensuring compliance with company standards.
- Developed and implemented regular and monthly operational reports, reducing service repetition and operational errors.

#### Core Responsibilities

- Supervising installation and maintenance operations for the business sector in northern Riyadh.
- Managing regional material inventory and monitoring contractor performance to ensure adherence to standard procedures.
- Preparing periodic and monthly reports on regional operations, ensuring compliance, efficiency, and quality service delivery.

Administrative Assistant to the Sales Manager for the Retail Sector in the Riyadh Region | January 2012 – December 2014.

#### Key Achievements

- Strengthened branch compliance by conducting regular and surprise visits to ensure policy adherence.
- Streamlined administrative support for the Sales Manager, improving operational efficiency.
- Enhanced communication and coordination between branch managers and corporate management.

#### Core Responsibilities

- Providing secretarial and administrative support to the Sales Manager.
- Monitoring branch managers through scheduled and surprise visits to ensure adherence to company policies and procedures.
- Coordinating communications and reporting between branches and the corporate office to support decision-making and operational control.

Branch Manager (Acting) | January 2011 – December 2011.

#### Key Achievements

- Successfully managed the Huraymila branch, achieving sales targets and operational goals.
- Implemented additional sales initiatives and promotional campaigns, boosting branch revenue.
- Represented the company in community activities, enhancing corporate visibility and local engagement.

#### Core Responsibilities

- Overseeing all sales operations and ensuring achievement of branch sales targets.
- Executing sales campaigns and initiatives to drive additional revenue.
- Representing the company within the Huraymila community and participating in local events and corporate social activities.

Sales Supervisor | January 2010 – December 2010.

#### Key Achievements

- Successfully implemented the monthly sales plan, consistently achieving KPI targets.
- Ensured sales staff compliance with company policies, improving service quality and customer satisfaction.
- Boosted branch sales performance through monitoring and coaching of the sales team.

#### Core Responsibilities

- Executing the monthly sales plan and monitoring achievement of KPI targets.
- Supervising sales staff to ensure adherence to company policies and sales procedures.
- Coaching and guiding the sales team to enhance performance and meet sales objectives.

Customer Service Specialist | August 2007 – December 2009.

#### Key Achievements

- Delivered high-quality customer service, improving client satisfaction in northern Riyadh governorates.
- Contributed to achieving sales targets through effective implementation of sales plans.
- Supported field marketing initiatives, enhancing brand visibility and customer engagement.

#### Core Responsibilities

- Providing front-line customer service at the branch and addressing client inquiries.
- Executing monthly sales plans to achieve branch targets.
- Supporting field marketing activities in the northern Riyadh region to promote company products and services.

### **ACADEMIC BACKGROUND**

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**Mohammed Bin Othaymeen High School | Dammam | Eastern Province | Saudi Arabia**  
High School | May 2005

### **CERTIFICATES & COURSES**

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- Report Writing and Crisis Management in the Media | Prince Ahmed Bin Salman Academy for Applied Media | October 2021.
- Analytical Thinking | STC Learning & Development Center | December 2019.
- Effective Communication | STC Learning & Development Center | January 2018.
- GPON Technology | STC Learning & Development Center | May 2016.
- Quality Achievement with Copper Network | STC Learning & Development Center | February 2014.

### **SKILLS**

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#### **Job Expertise:**

- Marketing & Campaign Management.
- Operations Supervision and Process Optimization.
- Event Planning and Coordination.
- Customer Service Excellence.

#### **Strategic & Analytical Thinking:**

- Critical Thinking & Problem Solving.
- Risk Assessment & Decision-Making.
- Process Optimization.
- Data-Driven Strategy Development.

#### **Technical & Productivity Tools:**

- Microsoft Office Suite.
- Social Media and Digital Marketing Tools.
- CRM and Project Management Software.
- Photography and Video Content Production.

#### **Leadership & Team Management:**

- Team Supervision & Performance Monitoring.
- Staff Development & Mentoring.
- Workflow & Operational Coordination.
- Conflict Resolution & Motivational Support.

### **LANGUAGES**

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- Arabic.
- English.