

Abdullah *Marketing | B2B & B2C Growth | Brand Activation*

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Overview of Abdullah

Commercially focused marketing professional with experience developing and executing integrated B2B and B2C marketing strategies. Experienced in lead and demand generation, product launches, market development, campaign optimization, brand management, and cross-functional campaign delivery. Skilled in managing campaign budgets, marketing assets, agencies, vendors, events, and performance reporting.

Professional Experience

T&S Group | Senior Marketing Specialist

08/2026 – Present
Riyadh, Saudi Arabia

- Lead marketing and lead-generation activities across three business units: **T&S Academy, T&S Digital Transformation, and T&S Corporate Services.**
- Develop a deep understanding of each business unit's products, services, target audiences, and value propositions to identify market opportunities and develop effective lead-generation strategies.
- Conduct market and competitor analysis to identify market gaps, competitive positioning opportunities, and recommendations for approaching target markets.
- Work closely with VPs and Directors across business units to translate business objectives into actionable marketing plans, go-to-market strategies, and lead-generation initiatives.
- Coordinate with the Growth Marketing team and Director of Arts to develop and execute integrated campaigns, ensuring alignment between strategy, messaging, creative direction, and business objectives.
- Led the end-to-end marketing and on-ground execution of the LEAP event, overseeing booth preparation, workshop visits, implementation, and event-day operations to ensure quality and readiness.
- Managed executive and internal communications for the LEAP event, delivering briefings to the Group CEO and senior leadership, as well as employees and VPs, on booth setup, positioning, and event activities.
- Represented T&S in high-profile corporate and public-sector events and PR initiatives, including engagements with the American Chamber of Commerce, Digital Cooperation Organization, and Nigerian Independence Day.
- Built and maintained relationships with ambassadors, CEOs, and senior executives from leading international and Saudi-based organizations, strengthening T&S's external visibility and stakeholder network.
- Manage and direct a team of two Marketing Coordinators, assigning responsibilities, setting priorities and deadlines, and ensuring timely execution of marketing activities.

Rowadexpo | Product Development Consultant

08/2019 – 08/2026
Riyadh, Saudi Arabia

- Assessed the company's existing products, services, customer segments, operational capabilities, and market positioning to identify opportunities for new product and service development.
- Conducted internal reviews, site visits, and market discussions to understand customer needs, buying behavior, and service expectations.
- Helped the team identify new customer segments and develop practical product and service offerings tailored to their needs.
- Supported the company in shaping its product strategy by defining service concepts, target customers, operational requirements, and launch priorities.
- Advised the sales team on client discovery, proposal structure, service positioning, pricing logic, and how to communicate the value of each offering.

- Helped develop commercial proposals, service scopes, pricing structures, and supporting materials used by the team during client discussions.
- Supported the team in refining their sales process from initial lead qualification through needs assessment, proposal preparation, negotiation support, and deal closure.
- Worked closely with the warehouse and operations teams to improve internal workflows, stock readiness, order preparation, delivery coordination, and service execution.

Zat | Product & Marketing Leader

03/2021 – 04/2026
Riyadh, Saudi Arabia

- Led the end-to-end development and launch of new product categories for consumer, corporate, and hospitality markets, covering market research, competitor analysis, value propositions, pricing, positioning, and campaign messaging.
- Developed and executed integrated campaigns across a broad mix of online and offline channels, including websites, social media, email, paid media, events, exhibitions, and print.
- Developed lead- and demand-generation initiatives targeting qualified consumer, corporate, and hospitality prospects, supporting customer acquisition and sales-pipeline growth.
- Increased average order value by 260% by analyzing sales performance, interviewing customers, and continuously testing product packages, bundles, customization options, and cross-selling strategies.
- Prepared campaign reports, performance dashboards, market insights, and recommendations for senior management.
- Conducted market and competitor research to identify growth opportunities, assess market positioning, validate customer demand, and recommend which products and customer segments should receive further investment.
- Coordinated campaign execution with internal teams and external partners, ensuring accurate product information, consistent messaging, timely asset production, and on-schedule campaign delivery.
- Managed marketing assets including brochures, presentations, product catalogues, quotations, landing pages, website content, product descriptions, social-media content, photography, videos, advertisements, and sales-enablement materials.
- Managed campaign budgets of approximately SAR +200k, monitored expenditure, reviewed supplier quotations, and directed resources toward the strongest-performing marketing activities.
- Planned and delivered +20 events, exhibitions, partnerships, promotional activities, and corporate initiatives, coordinating agencies, media partners, vendors, suppliers, and event organizers.
- Recruited and onboarded an international technology team and led the development of B2B and B2C customer platforms, together with warehouse-management and fulfillment modules

Education

University of Wyoming
Bachelor of Science in Marketing

2019
United States of America

Tools & Technology

- **Advertising Platforms:** Meta Ads, Google Ads & TikTok Ads
- **Analytical Tools:** Google Analytics & Mixpanel
- **Project Management:** Monday, ClickUp & Trello
- **CRM / Operations:** HubSpot, SAP
- **Productivity:** Microsoft Office & Google Workspace
- **Collaboration / Design:** Slack, Canva, CapCut & Figma,
- **N8n:** Workflow Automation for AI Agents

Languages

English
Native



Arabic
Native

