



FAHAD GHAZI

Business Development Manager
| Project Manager

Innovative and performance-driven professional with a deep passion for digital marketing, technology, and business.


With over 9 years of experience, I have a proven track record of success and achievements in building startup companies.

Skilled in several aspects of business development, including operations, technology, and marketing.

My expertise in developing and executing effective strategies has led to significant increases in revenue and market share.

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Education

- King Saud University | 07-2013
- Bachelor Degree -Special Education
- Behavioral Disorders & Autism Specialist (GPA 4.19/5)

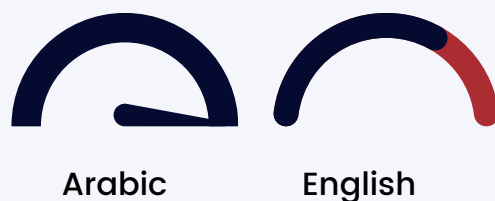
Soft Skills

- Leadership
- Time Management
- Effective Communication
- Problem Solving
- Decision Making
- Planning

Core Skills



Language



Work Experience

● 05/2022 - Present

Project Manager

● Dwal for Digital Marketing | Riyadh, KSA

Achievements:

- Increased revenue by 20% through optimizing marketing strategy, lead-generation process, and improving customer service.
- Handled 50+ consecutive projects. By implementing a more targeted marketing strategy, we reached more potential customers and convert more leads by automating and streamlining certain tasks. We also improved our customer service, which led to an increase in customer loyalty. This enabled us to handle more projects, resulting in an increase in revenue of 20%.
- Led teams in project execution, from brainstorming sessions to testing and implementation. Ensured successful completion of projects within the given timeframe.

Tasks:

- Develop and maintain strong relationships with key stakeholders and potential clients, including advertising agencies, media companies, and technology providers.
- Collaborate with the sales team to identify and pursue new business opportunities, and provide leadership and guidance throughout the sales process.
- Lead the development and implementation of strategic marketing plans that align with company goals and objectives. Ensure that all initiatives are executed to a high standard.
- Work closely with the creative team to develop innovative digital marketing solutions that drive engagement and conversion. Provide guidance and feedback to ensure all projects meet the highest quality standards.
- Foster a culture of collaboration and continuous improvement, and empower team members to take ownership of their work and drive positive change throughout the organization.
- Monitor and analyze industry trends and best practices, and use this knowledge to inform strategic decision-making and enhance innovation across the company.
- Build strong relationships with industry associations, media outlets, and other key influencers, and leverage these relationships to promote the company's brand and thought leadership.
- Develop and maintain strong relationships with existing clients, and work closely with account managers to ensure that all client needs are being met and exceeded.
- Identify and resolve any issues or challenges that arise with clients, stakeholders, or team members, and ensure that all parties are satisfied with the outcome.
- Establish and maintain a reputation for the company as a leader in digital marketing, and serve as an advocate and spokesperson for the company both internally and externally.

● 04/2018 - 05/2021

Operations Department Specialist

● Uber (Contract) | Riyadh, KSA

Achievements:

- Successfully managed and optimized the delivery process, resulting in a 20% reduction in delivery times and a 30% increase in courier capacity.
- Worked closely with the product team to identify and develop new features and functionalities that improved the customer experience, resulting in a 20% increase in customer satisfaction ratings.
- Successfully developed and maintained relationships with restaurant partners, resulting in a 90% retention rate and improved overall delivery experience for customers.

Tasks:

- Managed and optimized the overall delivery process, including delivery times, fleet management, and courier onboarding.
- Worked closely with the marketing team to create and execute promotions and other campaigns to increase user acquisition and retention.
- Analyzed data and provided insights to improve the efficiency of the delivery process, including reducing delivery times and increasing courier capacity.
- Collaborated with the product team to identify and develop new features and functionalities that improve the customer experience.
- Worked closely with the engineering team to troubleshoot any technical issues related to the delivery process.
- Developed and maintained relationships with restaurant partners to ensure a seamless delivery experience.
- Assisted in the development and implementation of company policies and procedures related to the delivery process.

● 12/2017 - 03/2020

Operational Specialist

● Wssel (Contract) | Riyadh, KSA

The purpose of this contract was to allocate and lead the delivery boys fleet.

Achievements:

- A 10% increase in driver efficiency and a 5% reduction in delivery times were achieved by implementing driver training programs.
- Zero regulatory violations, and improved safety standards, were achieved by complying with all applicable regulations and laws.
- Improved overall customer satisfaction through collaboration with the customer support team, resulting in a 20% reduction in complaints and a 10% increase in positive feedback.

Tasks:

- Managing the day-to-day operations of the delivery service, including overseeing dispatch, tracking deliveries, and resolving any issues that arise.
- Monitoring performance metrics such as delivery times, customer satisfaction, and driver efficiency to identify areas for improvement and ensure service standards are met.
- Coordinating with restaurant partners to ensure orders are prepared on time and delivered to customers promptly.
- Working closely with the customer support team to address customer complaints or delivery issues.
- Developing and implementing processes to improve the efficiency and effectiveness of delivery services, such as route optimization or driver training programs.
- Collaborating with cross-functional teams, such as product development or marketing, to identify opportunities for growth and innovation.
- Conducting market research and analysis to stay up-to-date with industry trends and competitor activity.
- Ensuring compliance with all applicable regulations and laws related to food delivery and transportation.
- Providing guidance and support to drivers and delivery personnel to ensure they have the resources they need to perform their jobs effectively.

● 03/2015 - 05/2018

● Project Manager

● Muhameek App | Riyadh, KSA

Achievements:

- Developed and launched the "Muhameek" app which connects users with experienced lawyers
- Established partnerships with leading law firms, which contributed to the expansion of the application network and the expansion of legal expertise.
- Conducted extensive market research to identify users' needs and preferences, resulting in the design of an easy-to-use and efficient user interface.

Tasks:

- Develop and implement the company's strategic business plans and goals, in consultation with the Board of Directors and other stakeholders.
- Lead and manage the company's day-to-day operations, as well as oversee the development and launch of new products and services.
- Oversee the company's marketing and advertising efforts, including developing and executing effective digital and traditional marketing campaigns.
- Manage the company's financial performance, by preparing budgets, monitoring expenses, and identifying revenue growth opportunities.
- Ensure compliance with all legal, regulatory, and industry standards, including data privacy and security regulations.
- Recruit, train, and motivate a talented and diverse team of employees, ranging from lawyers, developers, marketers, and customer support specialists.
- Represent the company at industry events and conferences, and act as a spokesperson for the company in the media and with investors.

Startup Ventures

2021

Founder and General Manager of Nice Mart | Riyadh, KSA

I successfully launched and managed an online furniture store. Leveraging my expertise in marketing, I developed and executed effective strategies that increased sales and expanded our customer base. In addition, I established and maintained collaborative relationships with major suppliers, ensuring a consistent supply of high-quality products. To ensure smooth and efficient operations, I recruited and trained a team of employees, overseeing their work to ensure high standards of service delivery. As a result of these efforts, Nice Mart's revenue exceeded 1 million S.R, a testament to the success of our strategies and the quality of our products and services.

2021

Founder and General Manager of EaseTop | Riyadh, KSA

A modern Saudi services platform that connects you with the best specialists and consultants in various fields to make it easier for its customers to accomplish government, commercial, financial and business services

2020

Founder and General Manager of Easy Plus Digital Store | Riyadh, KSA

I created and managed a successful online store selling digital products. By developing and executing targeted marketing strategies, I was able to enhance sales and expand the store's reach to a wider audience. In addition, I collaborated with key suppliers to secure a steady supply of high-quality products.

2018

Founder and General Manager of Easy Top for Logistics Solutions | Riyadh, KSA

I managed all aspects of operations, including logistics, customer service, and financial performance.

The company operated under the umbrella of huge companies such as wasl, Uber Eats, and Careem Now.

2017

Founder of Facility System | Riyadh, KSA

Launched the Building Management System, a cloud-based platform designed to streamline maintenance and operations in buildings by facilitating the submission and tracking of requests. The system was sold to facilities security forces and implemented at Nafi Bin Jubair School.