

Khaled Waleed Hashem

MARKETING SPECIALIST.

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Links: [LinkedIn](#), [My Portfolio Website](#)

Objective

Marketing Specialist with a strong focus on brand positioning, strategic planning, and creative campaign execution. Demonstrated capability in translating market insights into actionable plans while leading cross-functional teams to measurable results. Passionate about leveraging data-driven strategies and emerging technologies (AI/XR) to deliver high-impact communication experiences.

Education

Imam Muhammad ibn Saud Islamic University **2023 – 2027**
Bachelor's Degree in Advertising & Marketing Communication
Expected Graduation: 2027 | Riyadh, Saudi Arabia

Experience

IMSIU EJAD Club, Imam University

Strategic Planner **Feb 2026 – Now**

- Developed the club's strategic roadmap, aligning departmental KPIs and event proposals with long-term growth and sponsorship goals.
- Monitored cross-functional performance and resolved operational bottlenecks to maintain quality execution.

Media Club, Imam University

Deputy Digital Analytics Lead **Aug 2026 – Now**

- Supervised media campaign tracking and authored comprehensive pre- and post-campaign analytical reports.
- Delegated data analysis tasks and delivered insights to optimize and inform future campaign strategies.

Creative Campaigns Department **Sep 2025 – Aug 2026**

Roles: Leader | Deputy Lead | Strategist

- Led campaign operations, authoring an onboarding manual and utilizing internal surveys to restructure workflows and boost productivity.
- Managed high-impact campaigns: Executed TEDx campaign reaching 8,000+ reach in 48h and structured a 3-track Ramadan program.
- Authored 7+ strategic campaign proposals (including Media Major) with audience analysis and execution timelines.

Visual Content Designer **April 2024 – Nov 2024**

- Designed brand-aligned visual assets and social media templates using Photoshop, Canva, and Generative AI to boost engagement.

Skills & abilities

- Research & Analytical Thinking
- Copywriting and Advertising Content
- Effective Communication & Team Collaboration
- Event Planning & Task Management
- Visual Design (Photoshop, Canva, Illustrator)

Certifications & Workshops

- Supercharge Your Data Analytics with Generative AI – IBM / AI ERA Neon
- Edraak:
 - Project Management Foundation
 - Customer Service
 - Selling Smarter
- Introduction to Artificial Intelligence– IBM SkillsBuild
- From Idea to Market – Monshaat (Startup Support Authority)
- CS50: Introduction to Computer Science – Harvard University

Languages

- Arabic: Native
- English: Good (B1)