

Khaled Waleed Hashem

MARKETING AND ADVERTISING STUDENT

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Links: [LinkedIn](#)

Objective

Marketing and Advertising student with a focus on brand building and strategic planning, complemented by leadership experience in managing creative campaigns. Proven track record in translating marketing objectives into actionable plans and leading student teams to achieve measurable results. Seeking to integrate analytical skills with emerging technologies (AI/XR) to design advanced communication experiences, committed to continuous growth and effective collaboration.

Experience

IMSIU EJAD Club, Imam University

Strategic Planner

Feb 2026 – Now

- Developed the club's strategic roadmap and translated long-term goals into actionable quarterly plans and KPIs.
- Monitored departmental performance and reviewed event proposals to ensure quality and alignment with the club's vision.
- Collaborated across teams to resolve operational bottlenecks and identified growth and sponsorship opportunities.

Media Club, Imam University

Creative Campaigns Leader

Apr 2026 – now

- Spearheading a 3-week operational turnaround initiative, utilizing internal surveys to assess member engagement and restructuring workflows to enhance team productivity.
- Authoring a comprehensive onboarding manual for new members, clarifying roles, responsibilities, and strategic marketing goals to ensure immediate operational efficiency.
- Overseeing integrated campaign strategies and directing the team toward achieving the club's marketing objectives.

Representative

Apr 2026 – now

- Representing the club within the university's student club collective and engaging directly with students interested in volunteer activities.
- Promoting club achievements and announcing events to increase brand awareness and encourage student participation.

Deputy Creative Campaigns Lead

Jan 2026 – Apr

- Managing workflow and translating management directives into detailed action plans and task distribution.
- TEDx IMAMU Campaign: Achieved 8,000+ reach and 200+ engagements via 5 strategic posts (Planned in 48h).
- Ramadan Program: Structured content across 3 main tracks to maximize audience engagement.
- Monitoring team performance and evaluating deliverables, while recommending top achievers for management recognition.

Creative Campaign Strategist

Sep 2025 – Jan 2026

- Developing strategic marketing campaign proposals aligned with the club's communication goals.
- Contributed to the development of 7+ campaign proposals within one semester.
- Media Major Campaign: Created a comprehensive proposal including audience analysis and execution timeline.

Visual Content Designer

April 2024 – Nov 2024

- Designed visual content for social media platforms, ensuring full alignment with the club's brand identity.
- Created reusable templates and utilized tools like Photoshop, Canva, and Generative AI to streamline production.
- Contributed to driving engagement and increasing brand visibility on X (formerly Twitter).
- Completed 35+ certified volunteer hours through active participation in various club initiatives.

Education

Imam Muhammad ibn Saud Islamic University

2023 – 2027

Bachelor's Degree in Advertising & Marketing Communication
Expected Graduation: 2027 | Riyadh, Saudi Arabia

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
- LinkedIn Profile Optimization – Imam University
- From Idea to Market – Monshaat (Startup Support Authority)
- CS50: Introduction to Computer Science – Harvard University

Languages

- Arabic: Native
- English: Good (B1)