Khaled Waleed Hashem

MARKETING COMMUNICATION SPECIALIST.

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Links: LinkedIn, My Portfolio Website

Objective

Marketing Communication Specialist and market research enthusiast with a strong foundation in strategic campaign planning, consumer behavior analysis, and cross-functional leadership. Equipped with the ability to diagnose market challenges through rigorous research and analysis, leading to actionable campaign briefs and marketing strategies. Adept at blending analytical rigor with creative execution to deliver impactful communication solutions.

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 Planning Member & Project Management Lead (Rikaz Initiative) **Feb 2026 – Now**

- Planned semester-long club activities, scheduling dates and operational frameworks to streamline program execution.
- Coordinated fieldwork and media coverage for 3 major club events.
- Currently leading project management for the "Rikaz" student initiative, overseeing the strategic planning of 4 upcoming projects.

Media Club, Imam University

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

- Supervised performance tracking and data analysis for 3 marketing campaigns, authoring comprehensive final reports for each initiative.
- Evaluated official social media content performance and audience engagement, identifying key strengths, weaknesses, and actionable optimization opportunities.

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

Roles: Leader | Deputy Lead | Strategist

- Led campaign operations, conducting internal surveys and restructuring workflows to optimize team productivity, and authored a comprehensive onboarding manual for new members.
- Managed high-impact campaigns: Supervised the planning and execution of a TEDx campaign achieving 8,000+ reach within a 48-hour planning window, and structured a 3-track Ramadan program across TikTok and X.
- Authored 5+ collaborative strategic campaign briefs and executed recruitment initiatives that drove 250+ membership requests across student channels.

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

- designed brand-aligned visual assets and templates (10–12 deliverables), unifying the club's digital identity.

Skills & abilities

- **Strategic & Analytical:** Market Research, Competitor Analysis, Campaign Briefs
- **Digital & Tools:** Social Media Marketing, Data Analysis, PowerPoint & Excel
- **Management & Operations:** Cross-functional Leadership, Workflow Optimization
- **Creative & Technical:** Copywriting, Visual Design (Photoshop / Figma / Canva), AI Tools.

Certifications & Workshops

- Supercharge Your Data Analytics with Generative AI – IBM / AI ERA Neon
- Edraak:
  - Project Management Foundation
  - Customer Service
  - Seling 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)