Wejdan Mohammad Al-Ashqar

Business Development | Marketing Management | CRM Strategy | Team Leadership

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Summary

Marketing & CRM Leader with 10+ years of combined experience across marketing, customer experience, and early-stage technical support roles, proven track record in leading 360° marketing strategies, scaling CRM operations, and driving measurable business growth across retail and entertainment sectors.

Leadership Key Expertise :

- Optimized campaign targeting using segmented customer data
- Achieved +35% ROI improvement through performance-focused media buying
- Led and guided teams to achieve organizational goals efficiently.
- Developed and implemented strategic and operational plans aligned with the company's vision.
- Prepared performance reports (weekly, monthly, and yearly) with a focus on Key Performance Indicators (KPIs).
- Analyzed challenges and designed innovative solutions to improve operations and support strategic decision-making.
- Fostered a talent-focused work environment, encouraging individual growth to enhance business outcomes.
- Managed task allocation and created work schedules to ensure time optimization and productivity.
- Communicated effectively with team members and management to ensure alignment and departmental synergy.
- Negotiated agreements with other companies to establish mutually beneficial partnerships and enhance business processes.
- Conducted regular meetings with department heads to address internal needs and adapt to market demands.
- Influenced team dynamics, promoting accountability and a positive attitude to achieve corporate objectives.

Technical Skills:

- CRM Tools (Odoo CRM)
- Campaign Analytics
- Meta Ads Manager, TikTok Ads
- Email Marketing Platforms (Prevo) and SMS tools
- Proficient in Microsoft Office Suite (PowerPoint, Word, Excel) and ERP systems.
- Strong analytical and problem-solving capabilities.
- Quick learner with an aptitude for innovation and adaptability.

Education :

MBA (Business Administration)|London University, training by Scope Company | Riyadh – KSA 2023
Bachelor degree in ITC (Information Technology) | AOU |Riyadh – KSA 2019

Career History :

Independent Marketing Consultant | Apr 2026 – Present| Riyadh – KSA

- Provided project-based marketing consulting across digital campaigns, market research, content strategy, audience targeting, and customer engagement.
- Advised on campaign concepts, messaging, content direction, channel selection, and digital activation based on business and market needs.
- Conducted market and competitor research to identify customer insights, market opportunities, and recommendations for campaign planning.
- Supported businesses on selected marketing projects, providing practical recommendations across campaign planning, digital marketing, content, and overall marketing activities.

AL- Munajem Co. for Entertainment (https://www.woosh-ksa.com/) | Riyadh – KSA (Full Time) | Contract for 5y.

Marketing Executive of (4 subsidiaries under the AL-Munajem Co. group for Entertainment) | June 2024 – December 2025

- Led development and execution of monthly 360° marketing strategies across 4 brands, aligned with business objectives and supported by performance data.
- Managed social media channels with tailored content calendars, increasing audience engagement by 30% and maintaining consistent brand voice.
- Planned and executed performance-based campaigns with monthly budgets ranging from SAR 25K to 60K, contributing to revenue growth by optimizing campaign performance and improving customer conversion rates, achieving 15%+ return over campaign cost.
- Utilized Meta Ads, TikTok Ads, and Snapchat platforms to launch targeted campaigns, optimizing cost-per-click and improving overall ROI by 35%.
- Leveraged AI tools for campaign analysis, competitor benchmarking, and continuous optimization of audience targeting strategies.

- KPI reports produced and presented actionable insights to the CEO, reducing reporting cycle time by 40% and enabling strategic budget reallocation.
- Orchestrated and maintained media partnerships and influencer collaborations, increasing brand visibility and earned media value by 22%.
- Conducted weekly strategy alignment sessions with Sales, Operations, and Business Development teams to ensure cohesive execution and faster go-to-market cycles.
- Secured additional budget allocation through quarterly review meetings with senior leadership by demonstrating measurable business impact.

Customer Experience & CRM Strategy Manager – of (3 subsidiaries under the company) | January 2022 – May 2024

- Led integrated retail marketing and CRM strategy across 3 subsidiaries, overseeing data-driven customer acquisition and retention efforts that scaled the active client base from 12K to over 109K within 2 years.
- Developed and executed segmented marketing initiatives using filtered data from SMS platforms, loyalty programs, and email campaigns—synchronized manually into Odoo CRM—enhancing precision in targeting and optimizing campaign impact.
- Drove customer-centric performance marketing by continuously analyzing demand patterns, adjusting offers and promotions accordingly, and increasing campaign conversion rates by 15% on average.
- Managed and trained a 10-member CRM and telesales team, achieving a high-performance culture that significantly boosted lead closures, customer satisfaction, and overall revenue generation.
- Implemented journey mapping and behavioral segmentation to personalize interactions and reduce customer churn; enhanced decision-making by integrating campaign feedback into CRM filters.
- Collaborated cross-functionally with sales and marketing departments to align CRM strategy with acquisition and retention campaigns, resulting in a 12% increase in repeat purchases.
- Streamlined reporting processes for CRM KPIs (churn, retention, acquisition cost), providing real-time dashboards to executive leadership to guide future investments.
- Launched customer experience optimization initiatives that reduced average resolution time by 30% and improved satisfaction scores by 18%.

Assistant of Executive Administration | June – December 2021

- Supported executive leadership in Woosh Group with high-level administrative coordination, enhancing operational efficiency during company growth phase.

Threads Co. (https://threads.sa/en) | Riyadh – KSA (Freelance) | Contract for 1y.

Experiential Marketing & Event Coordination | 2022 - 2023

- Coordinated high-profile cultural and entertainment events such as the King Khalid Awards and Ministry of Culture
- Ceremonies. Oversaw live show execution, script management, media coordination, and VIP guest experiences.
- Played a key role in brand activation and public engagement in large-scale national events.

ATech Co. (https://ebhar.com.sa/) | Riyadh – KSA (Full Time) | Contract for 2y.

Business Development & Event Marketing | September 2019 – February 2021

- Led B2B business development initiatives and client-facing presentations for VIP accounts.
- Oversaw end-to-end execution of event marketing logistics, sponsorship coordination, and post-event reporting.
- Played an active role in improving customer experience design in collaboration with internal production teams.

Arab Open University | Riyadh – KSA (Student Contract) | Contract for 4y.

Technical Support | 2014 – 2018

- Provided IT and technical support for students and faculty, resolving system and network issues.
- Gained early experience in problem-solving, customer interaction, and system operations.
- Supported internal systems and assisted in maintaining smooth academic operations.