



EMAN MAHDI YANIS

Citizen daughter (considered Saudi in Ministry of Labor)

Riyadh, KSA

Female, Single, 7th of July, 1979

Mobile : +966 568781168

Email : emanyanis@gmail.com

Linkedin : Eman Yanis

Personal Summary:

Results-driven and strategic leader with over 18 years of comprehensive experience as a Consultant, Career Coach, Marketeer, and Project Director, delivering measurable impact across key Saudi markets (Riyadh, Jeddah, Khobar). Expert in launching and directing complex projects and campaigns from conception through execution, while cultivating robust stakeholder partnerships to consistently translate vision into tangible outcomes. Now pursuing a senior management position to apply mastery in business development, strategic planning, and P&L leadership to accelerate organizational excellence.

Career History

<p>(December 2025 -Current)</p> 	<p>Managing Partner Guru Alliance Leadership Mentoring & Branding , Riyadh</p>
<p>(September 2024 -Dec 2025)</p> 	<p>Senior Leadership Facilitator Taolin, The art of Learning The art of Learning , London</p>
<p>(June 2023 - June 2025)</p> 	<p>KSA Projects Director Khayal Arts Marketing, Production & Events</p>
<p>(November 2021 – May 2023)</p> 	<p>Marketing Manager NorthLadder Trading LLC UAE – Iraq – Saudi Arabia</p>
<p>(August 2016 – October 2021)</p> 	<p>Senior Management & Marketing Consultant (Founder) Sarabi Consultants , KSA</p>
<p>(Jan 2014 – July 2016)</p> 	<p>Director of Business Development and Project Management Cavalli Café, Remas Group, KSA – Kuwait</p>
<p>(Sept. 2006 – Dec. 2013)</p> 	<p>Senior Project Manager Dunia InterMedia Marketing & Research Agency, part of Saudi Bin Laden Group (SBG) Riyadh, KSA</p>

Events & Projects:

Plan, Budgeting, Manage Events& Marketing Materials (ATL/ BTL) for :

- Career Coaching & Leadership Balance workshops & Group Coaching (2023 – 2026)
- Eltiqaa,, Corian Saudi Arts, the Royal Institute of Traditional Arts 2023
- Hend Sabry Garnier Green Event by L'oreal Riyadh (2022)
- King Faisal Islamic Research Center 30Y celebration (In the presence of King Salman(2013)
- Princess Adila Bent Abdulla Scientific & Humanity Award 2013.
- “Herfat Al Watan” National Campaign for Productive Families & Preserving Saudi Heritage 2011-2012
- Makkah Clock Launching & The Holy Mosques Development Projects (In the presence of King Abdullah(2011
- Princess Nora Bent Abdul Rahman University King Opening (In the presence of King Abdulla 2011.
- “Koftan Fashion show” Queen Lila Salma Event 2009
- GF FERRE Fashion show 2008
- “Watan Yokarem Shaheed” – Ministry of Interior campaign and event 2008
- Corner Stone of Princess Nora Bent Abdul Rahman University (In the presence of King Abdulla 2008
- Al Sayeda Khadija Bent Khwailid Forum –Jeddah Chamber of commerce 2007
- SHELL Centennial Event 2007

Education:

- **Diploma in psychological counseling**, British Federation for Educational Quality January 2023
- **Certified by ICF (International Coaching Federation) as a Life Coach** 2023.
- **Master’s degree in Global Marketing** (Liverpool University) November 2014.
- **Bachelor’s degree in Languages & Translation** (King Saud University) January 2006
- **PMP** (Dar Al Roaa Ins., Riyadh) 2008
- **NLP** Nero Linguistic Programing Associate Diploma 2005

Languages:

Fluent in Arabic and English (speaking - reading - writing).

Key Strengths and Capabilities:

Consultation – Career Coaching - Marketing Strategic Planning - Management skills - Problem solving and team leadership - Handling multi tasks in stressful work environment - Performs market research and analysis - Monitors external and internal environment for development of new market segments -Develops marketing campaigns for new products and services. This includes formulating a specific budget and expenditure plan for each - Develops and maintains marketing budget.