

# WORK & THINKING

PORTFOLIO

Present By

**Hajar Alhakeem (Lotus)**

- Marketing Director
- Creative Strategist
- Business Development Manager
- Consultant



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- Consultant

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# PROFESSIONAL SUMMARY

I'm Hajar Al-Hakeem, a marketing and strategy leader with experience across hospitality, FMCG, retail, and logistics. I help brands grow in competitive markets by building clear direction, strong narratives, and strategies rooted in insight, data, and cultural understanding.

I bring together research, competitive analysis, and performance thinking to turn complexity into action—driving revenue, relevance, and long-term impact. Known for my ability to lead complex initiatives and collaborate across teams, I blend strategic clarity with creative vision to deliver work that performs, resonates, and endures.



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# EDUCATIONAL BACKGROUND

## **Bachelor of Software Engineering**

6TH October University , Faculty of engineering

## **Master of Business Administration (MBA)**

The American University In Cairo - [Till Present](#)

## **Project Management Professional (PMP)**

Project Management Institute KSA

## **Lean Six Sigma Course**

TAKT Training Center

## **Air Cargo Advanced Marketing**

International Air Transport Association (IATA)

## **Motion Graphics Diploma**

Russian Culture Center



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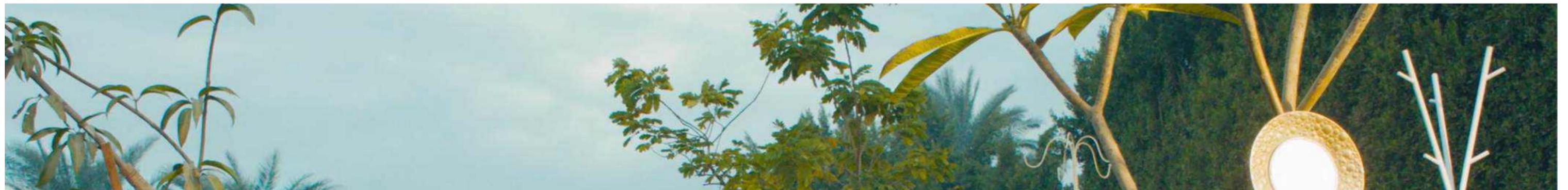
With over a decade of experience across retail, hospitality, and food & beverage, my work spans strategy, creativity, and commercial leadership. I've led marketing functions end-to-end—shaping narratives, building partnerships, and driving growth through integrated thinking.

**My experience includes:**

- Strategic Marketing & Brand Direction
- Communication, PR & Reputation Management
- Business Development & Partnerships
- Creative Copywriting & Narrative Development
- Art Direction, Visual Identity & Photography

Across roles, I've built and led teams, developed long-term marketing strategies, and guided creative execution to create brands that are distinctive, relevant, and commercially effective.

**+ 10 Years**  
**Experience**  
**In Marketing**  
**& Communication**



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# WORK EXPIERIANCE

Starting my career while still at university gave me early exposure to different business functions and a strong foundation in how organizations operate. This experience helped me build practical understanding across finance, marketing, and project management from the very beginning.

Throughout my career, I've managed diverse projects across multiple industries. My ability to multitask and think strategically has often felt **like having the extra arms of an octopus**—allowing me to move fluidly between strategy and execution with focus and creativity.

Led Teams of

**+ 30**

**Members**

Worked in

**+10**

**Industries**

Completed

**+100**

**Project**

Managed

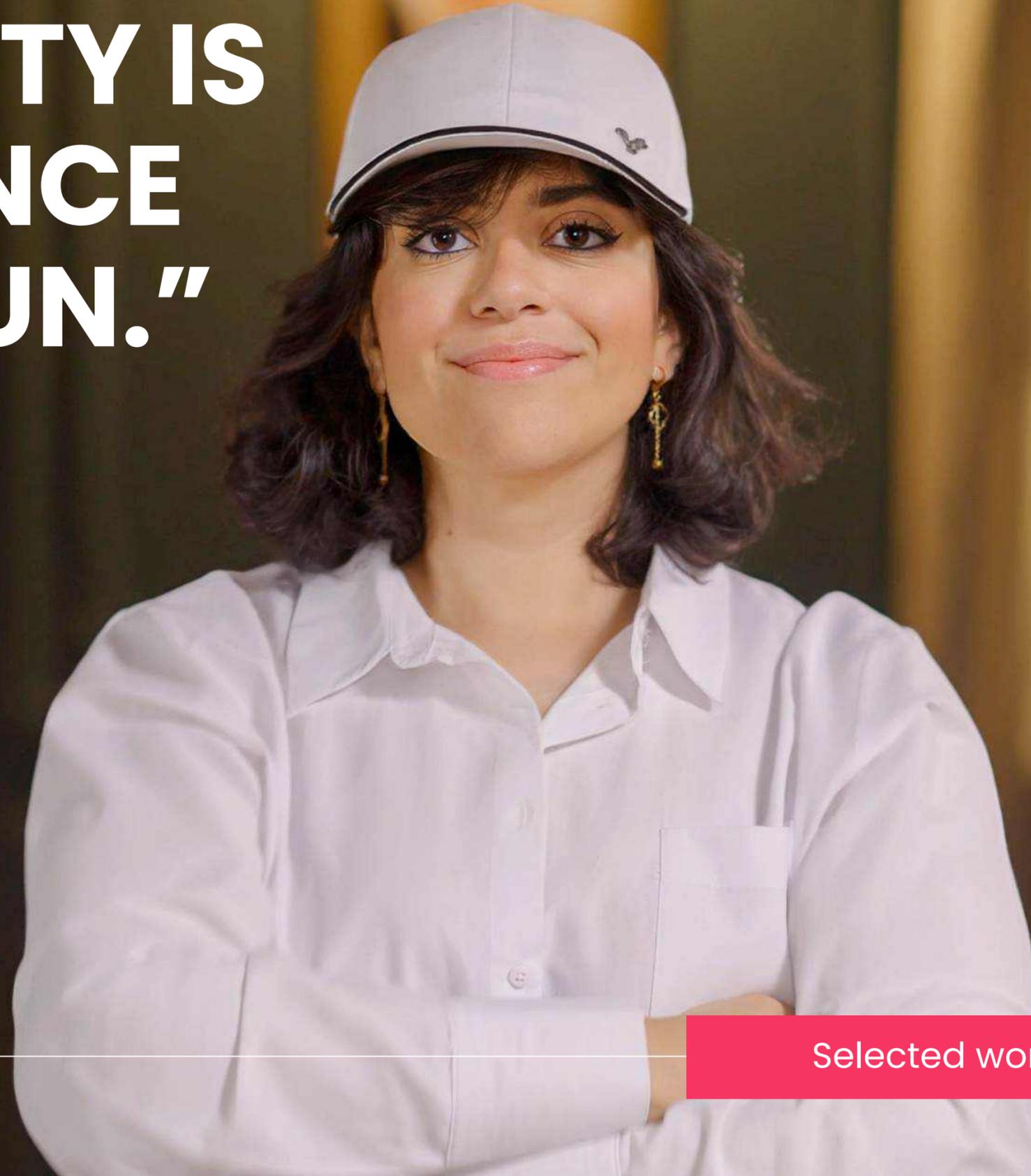
**+1.5 M \$**

**Annual Budget**



**“CREATIVITY IS  
INTELLIGENCE  
HAVING FUN.”**

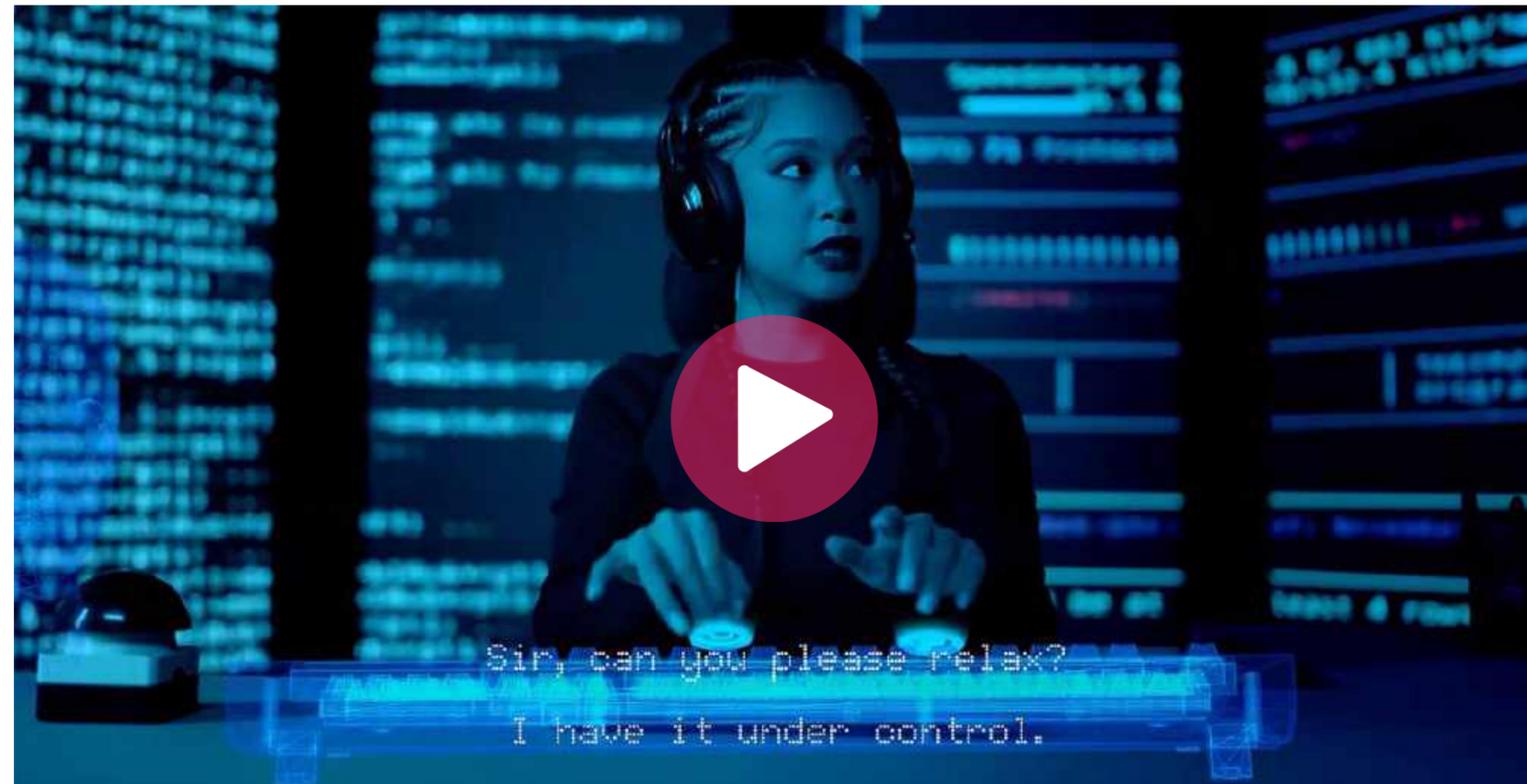
— Albert Einstein



Selected work and projects follow



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BTS FRAMES



## JASMINE – MAKING AI FEEL HUMAN REDBOX | 2024

As RedBox expanded to over 1,000 lockers across Saudi Arabia, Jasmine –the AI assistant–was launched to simplify parcel delivery by guiding users to the nearest locker and through deposit and collection steps.

The launch featured a FIB-style commercial, introducing Jasmine as an everyday hero and targeting non-Arabic speakers to ensure accessibility at scale.

### Role:

- Creative Director
- Executive Producer
- Conceptualizer

Developed as part of my role: [Marketing Director at \[RedBox\]](#).

- Marketing Director
- Creative Strategist
- Business Development Manager
- Consultant



## CAMEL MILK FOR EVERYDAY USE NOUG | 2025

Camel milk was often perceived as a premium, hard-to-find product. The objective of نوق بكل سوق was to reposition Noug as an accessible, everyday choice, available across markets and suitable for daily routines.

The campaign was built as a reels-first content series, targeting multiple audience segments –including mothers, gamers, and lifestyle-focused women—each with tailored scripts, tone, and visual language to reflect their daily habits.

The approach shifted the narrative from exclusivity to familiarity, positioning Noug as a simple and relevant part of everyday life.

### Role:

- Creative Strategist
- Campaign Lead
- Narrative/ Script Development

Developed as part of my role: [Creative Strategist at \[Tshweesh\]](#).

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- Business Development Manager
- Consultant

~~I'm not Gen Z.~~  
**I'm GEN > NAVA**



## **GEN NAVA** **NAVA ACADEMY | 2025**

GEN NAVA was developed as a core narrative and communication essence for Nava Academy's relationship with its students. Built on student insight and research around identity, individuality, and belonging that students could feel proud to associate with.

Rather than acting as a short-term activation, the narrative became the foundation for how Nava speaks to its students—internally and externally. The GEN NAVA narrative was embedded across:

- Internal communications
- Student events and experiences
- Admissions and recruitment campaigns
- Ongoing brand messaging and touchpoints

### **Role:**

- **Communication Strategist**
- **Business Development**

### **Focus:**

**Generational narrative and communication essence**

Developed as part of my role: [Marketing Consultant at \[Telfaz\]](#).

- Marketing Director
- Creative Strategist
- Business Development Manager
- Consultant



## NATURE ALWAYS WINS.. THE FACE SHOP | 2021

The campaign aimed to celebrate natural beauty and redefine confidence beyond filters and perfection.

“Nature always wins” was developed as a brand-led initiative that rewarded women for embracing their authentic selves, aligning with The Face Shop’s philosophy of clean, nature-inspired skincare.

The campaign was brought to life through a hero video, supported by OOH placements, mall and in-branch activations, and digital advertising, influencers’ collaboration, creating a cohesive presence across physical and digital touchpoints.

**Role:**

- Marketing Director
- Campaign Lead

**Focus:**

Brand impact and sales growth

Developed as part of my role: [Marketing Director at \[Keden International\]](#).

- Marketing Director
- Creative Strategist
- Business Development Manager
- Consultant



## AHLUHĀ – TOURISM CAREERS MINISTRY OF TOURISM | 2025

Ahluhā is a national initiative by the Ministry of Tourism focused on reshaping perceptions of tourism careers as diverse, human, and future-driven. The project moved beyond traditional promotion to challenge stereotypes and position the sector as a meaningful and aspirational career path.

I developed the content strategy and narrative framework that guided all campaign communications, built around reframing tourism roles, humanizing the people behind them, and demonstrating sector impact through data. The framework ensured consistent storytelling while remaining flexible across platforms and formats.

### Role:

- Strategic Lead
- Proposal Development

### Focus:

Tourism career repositioning through content strategy.

Developed as part of my role: [Marketing Consultant at \[Telfaz\]](#).

- Marketing Director
- Creative Strategist
- Business Development Manager
- Consultant



## SPEAKING OF.. | NEW DESTINATIONS FLYADEAL | 2025

Speaking of is a unified creative platform developed to introduce flyadeal's newly launched destinations, beginning with Tunis and Mumbai. The project was designed to move beyond route announcements and instead highlight the character, culture, and lived experience of each city.

Through relatable storytelling and engaging content, the platform sparked curiosity and emotional connection among travelers from Saudi Arabia, positioning flyadeal as an airline that makes enriching, affordable travel accessible—connecting people to destinations that leave a lasting impression.

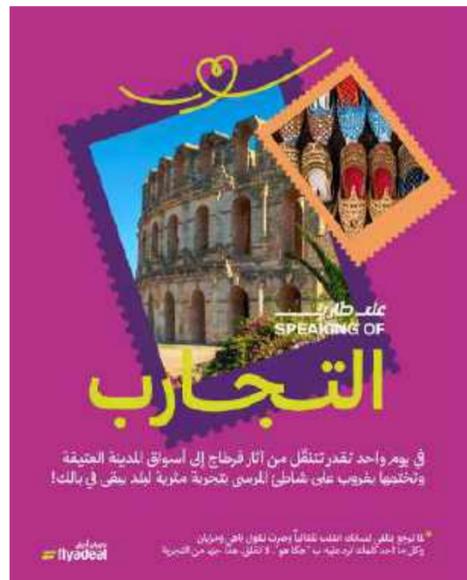
### Role:

- Strategic & Creative Lead
- Proposal Development

### Focus:

Building the strategic and creative foundation for destination launches.

Developed as part of my role: [Marketing Consultant at \[Telfaz\]](#).



السفر  
على طاري  
SPEAKING OF

- Marketing Director
- Creative Strategist
- Business Development Manager
- Consultant



## CHANGING CAR OIL | NO EXCUSES CASTROL | 2024

The Castrol × Leaderexpress campaign was built on a simple insight: there are no excuses when car oil change is fast, nearby, and easy. The concept reframed oil change from a postponed task into a seamless part of everyday life.

The idea was brought to life through two complementary TV commercials, one centered on family and leisure during vacation time, and the other on work and responsibility, both highlighting convenience without disruption. The campaign balanced Castrol's international, British brand authority with local cultural relevance through light-hearted, lifestyle-driven storytelling, supported by multiple ad cut-downs and CTA-driven versions across the full rollout.

### Role:

- Creative Direction
- Strategy & Business Development Lead

### Focus:

Proved that simplifying functional services through lifestyle narratives increases relatability and everyday adoption.

Developed as part of my role: [Marketing Consultant at \[Jharah\]](#).

- Marketing Director
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## RAMADAN 360 CAMPAIGN | PAY IT FORWARD MOTUL X LEADEREXPRESS | 2024

Khairak Sabiq was a Ramadan campaign for Leader Express × Motul designed to drive Motul oil sales while delivering a culturally rooted message: good always returns to those who do good.

The idea was brought to life through UGC-style storytelling that followed a chain of everyday kindness, culminating in Leader Express oil change services using Motul, reinforcing the campaign's core message.

The campaign was executed as a fully integrated 360 rollout, combining digital content with on-ground activations across malls, neighborhoods, parks, and car touchpoints, alongside a charitable contribution to Insan Charity. The integrated approach delivered 3× sales growth within one month and exceeded all digital and offline KPIs.

### Role:

- Creative Direction
- Strategy & Business Development Lead

### Focus:

Driving Ramadan sales through a culturally rooted campaign.

Developed as part of my role: [Marketing Consultant at \[Jharah\]](#).

- Marketing Director
- Creative Strategist
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- Consultant



## **BRAND GROWTH & RETAIL FRAMEWORK** **DAFFAH | 2019–2021**

At Daffah, the focus was on building a scalable marketing and retail framework, rather than executing a single campaign, aligning brand language, product launches, and business objectives.

I led a seasonal, audience-led approach, planning marketing initiatives around key retail moments and segmenting communication by age, lifestyle, and usage, while maintaining a consistent brand identity. The work included developing the brand language and visual style, aligning product storytelling with retail strategy, and supporting business development to ensure marketing directly contributed to sales growth and KPI achievement.

### **Role:**

- Marketing Director
- Strategy & Business Development Lead

### **Focus:**

Building a seasonal, audience-led marketing methodology to drive retail growth and product performance.

As part of my role: [Marketing Director at \[Daffah\]](#).

## CREATIVE DIRECTIONS D360 BANK | 2024

### محور الكون

#### ✦ The axis of the universe

D360 Bank makes customers feel like the priority. The campaign humorously contrasts how people expect to be the center but aren't, positioning D360 as a bank that truly revolves around them.



### يتكيف على كيفك

#### ✦ The Vision to Adapt

Inspired by the chameleon, the only animal that can watch and see 360 degrees, this campaign highlights D360 Bank's adaptability. The chameleon symbolizes how D360 provides a complete, flexible 360-degree view to meet all customer needs from every angle.

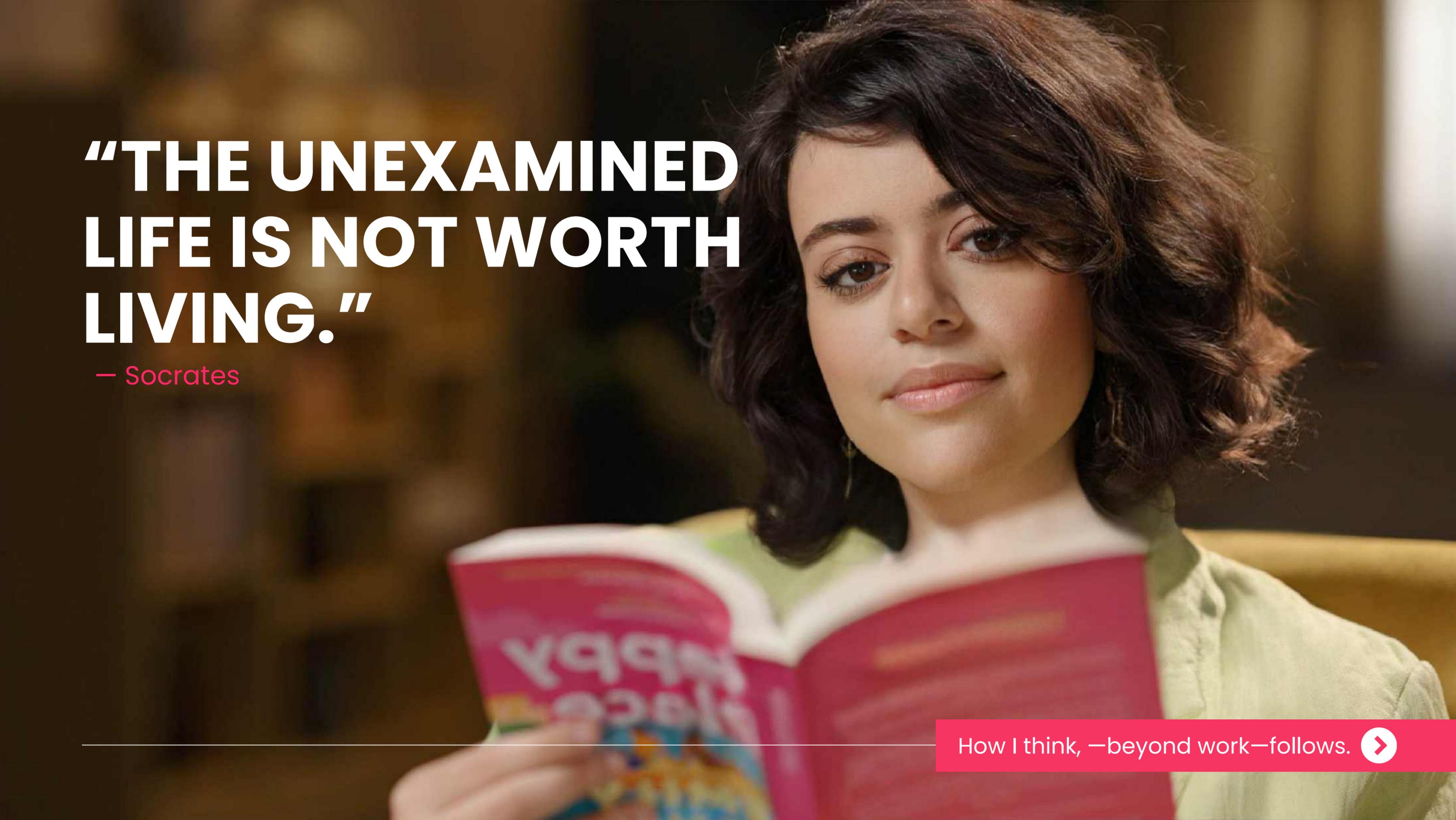


### بنك يجيك ما تجيه

#### ✦ The Bank That Comes to You

This campaign focuses on the outdated nature of traditional banking, showcasing frustrating situations at physical branches. D360 Bank eliminates these pain points by offering a fully branchless, digital experience that meets customers wherever they are.



A woman with dark, curly hair is shown from the chest up, sitting and reading a book. She is wearing a light green shirt. The background is a warm, blurred indoor setting. The quote is overlaid on the left side of the image.

**“THE UNEXAMINED  
LIFE IS NOT WORTH  
LIVING.”**

— Socrates

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How I think, —beyond work—follows. [➔](#)

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# MY BELIEFS

I'm a curious human before I'm a strategist.

I'm driven by observation, listening, and the quiet details that reveal how people think, feel, and choose.

## Culture First

I build what culture leans into, not what trends shout.

## Inspired by Movement

Travel, nature, and motion shape how I see and think.

## Creative with Purpose

Beautiful isn't enough. Ideas must stick, move, and mean something.

## Grounded in Meaning

I care about work that serves people and impressing them.



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# KEY EXPERIENCE & STRENGTHS

Strategic partnerships, business development, and PR

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Luxury and premium brand leadership

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C-suite collaboration and executive communication

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Public Relations & Reputation Management

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Influencer ecosystems and relationship management

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Cultural fluency across Saudi and the GCC

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- Marketing Director
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# MY PASSION EXTENSION

- CONTENT CREATION
- SOCIAL MEDIA

Flight Mode is where curiosity meets movement, exploring travel, culture, destination branding, and the psychology behind why we move.



- Marketing Director
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# MY PASSION EXTENSION

- CONTENT CREATION
- STORYTELLING



**okhtaboota** ...

Okhtaboota - أخطبوطة

18 posts 78 followers 7 following

Surprising World 🌍 عالم مدهش

By @lotusaihakeem 🌟✈️

[youtu.be/CyHUL4UUmyM](https://youtu.be/CyHUL4UUmyM)



After visiting the Maldives several times, I developed a Flight Mode episode exploring destination marketing through The Sunny Side of Life, the country's tourism slogan. In collaboration with Visit Maldives, the episode examined how the destination built a complete experience for different audiences while positioning itself as a safe and desirable choice during COVID. The content was shaped through independent research and direct communication with official tourism entities, with development, filming, and editing led by me, driven by a genuine passion for destination branding.

# MY PASSION EXTENSION

I enjoy writing as a way to explore ideas, grounded in research, shaped by reading, and driven by finding new perspectives. My writing reflects culture, moments, people, and lived experiences, translating observation into meaning.

- WRITING • STORYTELLING

Download



## مقتطفات عن السفر والرحلات من رواية الإرث

- المدن تتحدث عن نفسها.. ولا تحتاج لأوصاف راوٍ أو كاتب.. وكما هي أحوال البشر، تجد أراضٍ محببة وقريبة، مرحابة ومضيافة وتعامل الجميع كوطن، حتى أولئك الذين ينزلون مطاراتها غرباء لأول مرة.. وتجد أخرى ملعونة، طاردة ومنفرة يكون إنجاز أبنائها الأعظم في الخروج منها! المدن لا تعنيني إذاً، بقدر ما يعنيني وصف هذه الفتاة التي وقفت على رصيف ما في إحدى شوارع مدينة بكين المترامية الأطراف، تتلفت يمنة ويسرى بترقب وحذر، وتضع كلتا يديها على قلبها كأنه سيضيع، حاملةً على كتفها حقيبة سفر ضخمة، حيث بدى عليها بوضوح صارخ أنها ليست من أبناء هذه الأرض، تملؤ عينيها الدهشة، ليتأكد للرائي أنها تعيش شيئاً تخبره لأول مرة.

## مقالة عشوائية

# تكلم حتى أراك

"حرك شفایفك علشان مش شفایفك"، هذه الجملة هي ما رأيته مكتوباً على الجزء الخلفي لأحد "التكاتك" التي تسير على ثلاثة عجلات وتمتلئ بها الأحياء الشعبية في القاهرة، وبينما كنت أقف في طابور مطعم (عم حمادة) لأطلب ساندويتش البيض بالفول الذي اعتدت تناوله كوجبة فطور، تواردت إلى ذهني بقايا كلمات من (خناقة) الأسبوع الماضي مع خطيبتي التي أصبحت اليوم خطيبتي السابقة..

يعرف الناس منذ آلاف السنين أهمية الكلمات، فقد وجدت بوجود الإنسان نفسه، ونمت وتطورت معه، وعلى الرغم من اختلاف الثقافات والأزمنة، ظلت الكلمة هي ما تحدد شخصية صاحبها وتستوعب وجوده عند سقراط، الذي قال قديماً: "تكلم حتى أراك"، وهو نفس ما قاله صاحب التوك توك حينما كتب في الخلف بخط مزركش: "حرك شفایفك علشان مش شفایفك".

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- 

# "A SELECTION, NOT THE FULL STORY"

These projects represent a curated sample of my work. Behind many others, I've played the role of the strategist, the orchestrator, and the quiet force shaping direction and outcomes. If you'd like to explore deeper case studies or understand my role in specific work, I'm always happy to continue the conversation.

Let's Talk



# LET'S WORK Together



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