

# FAISAL ALDOSSARY

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## GROWTH-FOCUSED PROFESSIONAL ~ MARKETING AND CUSTOMER EXPERIENCE

Customer Satisfaction and Loyalty — Data-Driven Marketing — Customer Journey Optimization

### *Steering Customer Experiences and Marketing Excellence Via Strategic Partnerships to advance Business to Higher Frontiers*

Strategic customer experience and marketing leader refining customer journey and experience with impactful initiatives, while driving strategic partnerships that fuel marketing efforts in business and its stakeholders' interests. Stands out in leading customer-centric digital transformations and executing data-informed marketing campaigns to improve client base, engagement, and loyalty. Renowned for synthesizing customer feedback into actionable strategies, leading high-impact partnerships, and driving team performance toward achieving business growth and customer satisfaction excellence.

- ❖ **Saudi Tourism Authority:** Spearheaded the launch of the Saudi Summer Offers Platform under the “**Get 3 Perks**” program as part of the “**Color Your Summer**” campaign, delivering exclusive nationwide travel and hospitality promotions. Led integrated marketing efforts and forged strategic private-sector partnerships that contributed to attracting **32 million tourists** during Summer 2025 — **a 26% increase** year-on-year — and driving **SAR 53.2 billion** in spending, **up 15% from the previous summer**.
- ❖ **Takamul Technologies:** Developed and implemented targeted marketing campaigns with 20-member Business Analyst and Development team, **enhancing the quality of the client base and earning invitations to prestigious events**.
- ❖ **American Express:** Championed complete revamp of the premium products (Platinum and Centurion), from design to features, **resulting in 0 rejections from customers**, led strategic partnerships with high-end retailers and renowned business partners to elevate the customer experience and boost loyalty.

- Client Acquisition/Engagement Initiatives
- Brand Management and Growth
- Project and People Management
- Marketing Strategy/Campaign Execution

- Strategic Partner Development
- Cross-departmental Team Leadership
- Product Development and Launch
- Public Relations and Media Engagement

- Team Building/Development
- KPI Development/Analysis
- Customer Feedback Analysis
- Exemplary Communication

## CAREER EXPERIENCE AND MILESTONES

**Saudi Tourism Authority, Riyadh, KSA**

**September 2024–Present**

### **Marketing Communications Manager: Campaigns, Promotions, and Partnerships**

Specialized in driving tourism growth through high-impact marketing campaigns and promotions that boost footfall and brand awareness. Cultivate strategic partnerships with government, private sector, and global leaders to expand market reach and foster collaboration. Leverage data-driven insights to optimize initiatives, aligning with tourism objectives and supporting the Kingdom's long-term vision through cross-functional strategies.

- **Spearheaded the launch and execution of the “Get 3 Perks” Saudi Summer Offers campaign**, driving nationwide tourism growth through exclusive travel, hospitality, and entertainment promotions that enhanced visitor experiences and boosted engagement.
- **Strategized and directed private-sector partnerships** with leading hotels, airlines, and tourism providers, **aligning efforts with the Kingdom's tourism objectives** while expanding market reach and elevating Saudi Arabia's positioning as a premier summer destination.
- **Developed and executed high-impact marketing programs leveraging data-driven insights** to optimize campaign performance, **enhance brand visibility**, and **attract both domestic and international visitors**.

**Customer Care & Retention Senior Manager**

Oversaw four key units (Retention, Customer Digital Journey, Customer Value Management, Disputes, and Claims) with 4 supervisors and 20+ employees, enhancing customer experience metrics. Fueled the development of customer experience strategies, ensuring alignment with global standards and enriched customer journey.

- **Executed 2 critical customer experience projects involving complete digitization and classification of all customer complaints and workflow processes**, ensuring seamless implementation in partnership with relevant departments.
- **Partnered with 10+ departments**, including Product Management, Sales, Quality, and Legal departments, to implement ad hoc activities, improving customer journey for various products and **achieving 85%+ positive customer feedback**.
- Introduced a strategic concept focused on elevating banking experience, **which resulted in increased sales, improved customer retention, enhanced customer education, and a reduction in number of complaints**.
- Restructured department, **implementing boundary changes that led to a near doubling of the First Call Resolution (FCR) Rate**, hence streamlining customer service and enhancing efficiency.

**Takamul Technologies, Khobar/Riyadh, KSA**

October 2020–December 2022

**Head of Marketing and Communications**

Drove marketing initiatives, complying with company's Marketing and Communications plans, and managing an annual budget of SAR 1.2M. Managed all marketing facets, including customer research, brand management, digital platform execution, and event participation, ensuring optimum results on operations.

- **Fronted marketing and PR efforts for Web Summit participation in 2021 and 2022 in Lisbon, Portugal**, positioning Takamul as one of the few emerging Saudi companies to showcase a promising product on an international platform.
- **Revamped the entire brand identity and website** as part of transformation initiative for organization's 10<sup>th</sup> year anniversary, enhancing brand's market presence, workflow, and performance.

**American Express, Riyadh, KSA**

December 2016–October 2020

**Product Manager**

Led Platinum Card revamp and Platinum members migration projects from the ground up, ensuring 100% success rate in every milestone to enhance end users (customers) experience and satisfaction. Managed cross-functional teams dedicated to premium American Express products and customers, while spearheading strategic partnerships to elevate loyalty program engagement.

- Led a landmark partnership with SAMACO, **granting up to 1M membership rewards points to Centurion and Platinum members**, which boosted SAMACO's sales and enhanced the loyalty program's attractiveness.
- Developed strategic roadmap for all new Centurion Cards to the market, **paving way Centurion 2.0 launch while managing the only 2 premium products of American Express as of 2020**.
- Presented detailed and informative monthly reports to the CEO on the Platinum Project's performance, **revealing insights for better ways of executing milestones to propel Platinum Project's outcome**.

**Acquisition Manager (December 2018–August 2019)**

Translated acquisition and upper management executives' vision into actionable strategies, focusing on client relationship management initiatives for client retention and category upliftment. Engaged potential clients to maximize membership acceptance and led successful campaigns for premium client acquisition.

- Nurtured a loyal client base by leveraging client retention and value enhancement initiatives, **propelling existing clients to higher categories that resulted in enhanced revenue for the business**.
- **Expanded premium client database to 500+**, through the acquisition of Centurion and Platinum products, ensuring alignment with Credit & Risk and Audit & Compliance Policies.
- **Led the "Member Get Member" campaign in the Eastern Province to success**, improving analyzed KPIs to identify challenges, fruiting development, and implementation of practical solutions and action plans.

## **Acquisition Consultant (December 2016–November 2016)**

Specialized in consulting with eligible clients for exclusive product upgrades, and communicating the benefits of premium products to enhance invitation acceptance. Played a pivotal role in fostering interdepartmental collaboration for smooth operations and managed a portfolio of premium and VIP clients, including ARAMCO and AMEX.

## **EARLIER CAREER ENGAGEMENTS:**

**Takamul Technologies, Khobar, KSA | Marketing Specialist**  
**Assuradeq Tradings EST, Khobar, KSA | Coordinator**

**October 2014–November 2016**  
**January 2012–September 2014**

## **EDUCATION**

- **Bachelor of Science, Finance** — **Prince Mohammad Bin Fahd University, Khobar, KSA**
- **Bachelor of Applied Studies and Community Service, Marketing** — **Imam Abdulrahman Bin Faisal University, Dammam, KSA**

## **PROFESSIONAL CERTIFICATIONS**

- **Fundamentals of Tourism** — **IATA**
- **AI Fundamentals for Non-Data Scientists, AI Applications in People Management, AI Applications in Marketing and Finance** — **University of Pennsylvania**
- **Branding and Customer Experience, Storytelling in Branding and Content Marketing** — **IE Business School**
- **Viral Marketing** — **University of Pennsylvania**
- **Information Security, Operational Systems, Fraud Awareness, Anti-Money Laundering** — **American Express**
- **The Online Marketing Fundamentals** — **Google Digital Garage**

**TECHNICAL ACUMEN:** Microsoft Office (Excel, PowerPoint, Word, and Visio), CRM, SAS, Slack, Trello