

# **Abdulrazak Obied Al Onaizy**

## **Career Objective**

Seeking new challenges in the PR field where I can make the best use of my background, education, skills and experience in the best possible way through team interaction, be useful to the company and develop both my technical and personal skills.

## **Personal Information**

Birth Date: 21 November 1990  
Nationality: Saudi  
Marital Status: Married  
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## **Professional Experience**



### **PR Manager**

**August 2018 – till now**

AANI & DANI Company (K.S.A – RUH)

- Developing and managing the corporate PR calendar for the company.
- Handling all press-releases with all media stake holders.
- Ensuring all material release with media whether digital or traditional.
- Managing all partnerships and collaborations.
- Managing all Influencer Marketing with a strong database of influencers.
- Signing strategic agreements with different partners adding value to the company.
- Identifying and managing all sponsorship opportunities to increase the company's exposure.
- Organizing the events with the agencies and in-house corporate events.
- Manage data collection after every event to make sure that they will be in the Leads list.
- Managing all expos and participations in events.
- Developing and managing all internal communication in terms of Employees' activities and events.
- Participating in all Marketing campaigns and supporting on all activities needed.
- Managing all internal communication for the company.



## **Standards, Quality & Marketing Supervisor** August 2015 – July 2018

Al-Jomaih Automotive Company (K.S.A –RUH)

- Conducting with My Manager an internal Audit to all locations (Sales, Service and Parts).
- Assessing the Process, People and Facility to ensure the compliance.
- Preparing the non-conformity report and internal audit findings and submit it to my manager to discuss the findings with the dealership director.
- Contributing with the brand manager to determine which campaigns are useful and which are not.
- Organizing with the Ads Agency to determine the locations of the campaigns
- Organizing the events with the agency and with the contact person in the event.
- Collecting data after every event to make sure that they will be in the Leads list.



## **CRM & Marketing Supervisor** August 2013 – 2015

Al-Jomaih Automotive Company (K.S.A –RUH)

- Handling all customers' complaints from the internal Call Center.
- Calling the customers with my team to make sure they are fully satisfied.
- Prepare daily report to the Regional SCI manager explaining how many customers were fully satisfied & fully unsatisfied.
- Determining the weakness points in the delivery area whereby the customer hand over his vehicle.
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- Meeting every customer who was unsatisfied and try to make him satisfied in every way possible.
- Monitoring the (NVDTs) New vehicle delivery tracking system with the delivery team to make sure that the customer is handing his vehicle over in the same day is promised.
- Making sure that the customer is having the first maintenance appointment.
- Monitoring with the Delivery team to guarantee that the customer is very satisfied about the explanation of the vehicle features.
- Distributing the Demo vehicles based on the GM Demo allocation.
- Asking the customer about his opinion after the test drive and collecting the data to utilize it as a (Leads).

- Providing the customers' delivery package.
- Managing all PR activities including press events and launches.



### **Sales Consultant** April 2012- August 2013

Al-Jomaih Automotive Company (K.S.A –RUH)

- Achieving the target on monthly basis during the year and some months were over target
- Delivering all customers and meet them in the delivery area to ask their satisfaction.
- Calling the customers every 6 months to continue building the rapport and remind them of me.

### **Al Tamimi Markets**

**Head of Cashiers & Customer Care**

April 2012- August 2013

### **Panda Hyper Market**

**Cashier**

May 2010 - November 2011

#### **Skills:**

- Effective listening Skills.
- Communication and Presentation Skills
- Problem Solving Approaches
- Adherence to Dead Lines
- Ability to create a comfortable and professional environment
- Leadership skills

#### **Education**

Thanawya Amma  
Al Ebdaa School

- Oxford Academy Training & Consulting – UK (Customer Care Excellence) on 6<sup>th</sup> July 2012.
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#### **Languages**

Arabic:  
English:

Mother Tongue  
Fair

## Certificates

- Introduction to LMS (GM 2012)
  - Personalization & Comfort Features Training 2012
  - Introduction to Customer Management 2012
  - How to use VCT ( Middle East) 2012
  - Doing Business in a Digital World 2012
  - Making the most of Commercial Prospecting 2012
  - Taking Commercial Sales to the Next Level 2012
  - Outside Selling : Sales Call Follow- up 2012
- Oxford Academy :**
- Customer Care Excellence 2011
- Tamimi Markets :**
- Excellence in Customer Care

References: Furnished upon request