

# Haddeel Albaiz

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## SUMMARY

Experienced Senior Project Manager with a proven track record of success in leading and delivering integrated marketing campaigns. Expertise in project planning, execution, and management, with a strong focus on client satisfaction, budget adherence, and team leadership.

## EDUCATION

**Lasell University**, Newton, MA

May 2018

*Bachelor of Arts in Communications, concentration: Public Relations | Minor in Business*

**Dean's List** | GPA 3.5/4.0 | King Abdullah Bin Abdul-Aziz Full College Saudi Scholarship

**Boston University**, Boston, MA

Summers 2016 & 2017

*Non-Matriculated Student*

- **Marketing:** Designed a marketing plan for a relatively new business model – Convenience Truck (portable convenience store) – marketing strategy and SWOT analysis.
- **Mass Communication Research:** Applied fundamentals of data analysis, research methods, and philosophical social-scientific approaches to research to explore advertising in the modern age.

## EXPERIENCE

*Senior Project Manager, Edelman*, Riyadh, Saudi Arabia

Jan 2024 – Present

**Clients: HRSD, MoC, QoL, DGDA, KSP**

- Led integrated projects at Edelman, managing schedules, deliverables, and teams.
- Collaborated with account and specialty teams to ensure flawless execution within budget and timelines.
- Demonstrated strong project management skills, including scope definition, resource allocation, and financial management.
- Oversaw project delivery, resolved issues, and built strong client relationships.

*Senior Project Manager, Kite Marketing Solutions*, Riyadh, Saudi Arabia

Mar 2023 – Jan 2024

**Clients: SABIC, MoE, SASO**

- Managed and supervised marketing projects from beginning to end.
- Ensured marketing projects are completed on time and within budget.
- Planned marketing campaigns, delegate tasks to project team members.

*Senior Account Executive, Wunderman Thompson*, Riyadh, Saudi Arabia

Mar 2020 – Feb 2023

**Clients: STC Business – STC Channels – STC Jawwy – HSBC – Tawwal**

- Managed client projects from initiation to completion under supervision
- Coordinated with the team in developing projects, promotional plans and scope of work.
- Participated in writing creative briefs and ensured briefs are followed by all team members.

*Freelancer, HAKA Group*, Khobar, Saudi Arabia

Jan 2020 – Feb 2020

- Planned, developed, and implemented PR strategies and media relations.
- Coordinated campaigns and content with bloggers and Influencers for the festival.
- Assisted in day-to-day media relations, including pitching stories ideas for local media outlets.

*Trainee, ARAMCO/NGMSA*, Khobar, Saudi Arabia

Sep 2019 – Jan 2020

*Marketing Coordinator, Northeastern University*, Boston, MA

Apr 2019 – July 2019

- Planned event aspects, such as venue. Managed events tickets, managed guest list, and ceremony seating.
- Assisted in redesigning website pages and content as necessary. Created invoices and readable financial reports.

*Administrative Assistant, MIT | Massachusetts Institute of Technology*, Cambridge, MA

Oct 2018 – Mar 2019

- Prepared and assembled application files for admissions review.
- Assisted with miscellaneous department projects, data entry for admissions components.

*Marketing & Communication Intern, GBH*, Boston, MA

Jan 2018 – Apr 2018

- Researched target clients on social media with sales department to increase sponsorships

## SKILLS

MS Office Suite | Adobe | Twitter, Facebook, Instagram, LinkedIn | WordPress | MailChamp | Google Ads | Facebook Ads | SEM Marketing | Trello | Asana | Smart Sheets

## LANGUAGES

Fluent in English and Arabic