

ABDULLAH AL-ARIFI (عبدالله العريفي)

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SUMMARY

Saudi Leader with +16 years extensive experience and international exposure in ICT Marketing and Corporate Communications. Strategizing and overseeing the business flow to elevate it to the next level.

PROFESSIONAL EXPERIENCE

Corporate Communication & CEX Director in Specialized by stc – Report to CEO

May2021 –Jul 2025

Orchestrate the Integrated Marketing & corporate communications strategy to accelerate business growth and transform the brand value to the right market audience.

Integrated Marketing Communications Duties and Responsibilities:

- Managing my team and creative agencies to leverage the presence of specialized by stc brand in the market.
- Controlling the department budget in addition to overseeing the communications platform.
- Synergizing the Marketing activities in line with the **stc** group directions.

Corporate Communications Duties and Responsibilities:

- Formulating the Annual Plans that include the budget and ROI.
- Organizing and sponsoring professional and internal events across the year.
- Supporting the Partnership and Alliances role with key external stakeholders, such as, Airbus Agreement.
- Managing social initiatives and CSR activities to give back to society.

Customer Experience Duties and Responsibilities:

- Developing Customer Experience Strategy.
- Customer Journey Mapping.
- Collaboration with Cross-Functional Teams.
- Training and Development: Provide training and workshops for employees, particularly those in customer-facing roles.

Latest Achievements:

- Participated in the task-force team to build and activate the new brand identity of **stc** group and its subsidiaries.
- Sponsored and participated in all local and international professional landscapes to promote the value of the ICT, emerging technologies and mission critical communications theme.
- Enabling social media platforms to be a main source of lead generation.

Senior Product Marketing Section Manager in Specialized by stc – Report to MK Director April 2019 –May 2021

Developed and executed marketing strategies and marketing plans for **specialized** in alignment with overall corporate goals and targets. Also, I was responsible for developing products' value propositions and managing marketing campaigns to target the right customer segments and address customers' needs. Duties and Responsibilities:

- Participated in the development and implementation of the Marketing plans, in line with the corporate objectives.
- Directed and managed team to achieve high performance standards.
- Ensures compliance with organizational policies, procedures and quality standards in the Product Marketing Department
- Build a transformational brand equity of **specialized by stc**, as a leader in the mission critical technologies.
- Set AOP for the Marketing division to strategically integrate with other strategic business units.
- Managing Customer Experience strategy.
- Oversee the digital marketing platforms to allure the audience towards them and enhance digital traffic.
- Managed the role of PR, customer events and staff engagement activities.

- Manage the outsourced partners such as Marketing Agency, Digital Channel vendors, CX Consultants, etc.

Latest Achievements:

- participate as one of stc new brand lunch team.
- Achieved high Customer Satisfaction score in terms of addressing the market need ($\approx 20\%$) vs. past year.
- Enhanced the customer churn rate for FY2024 by -24% vs. FY2023.

Event & Trade Marketing Manager in Specialized by stc (formerly Bravo) December 2014 –April 2019

Promoting the corporate brand across multiple landscapes to leverage its equity

Marketing Specialist in Bravo (PTC) company Mar 2009– December 2014

Supervising the seasonal daily activities of product marketing and market intelligence.

EDUCATION

2005-2008	Post Graduate Diploma in Marketing Administration. The Institute of Public Administration IPA, Riyadh KSA
2001-2005	BA degree in Communications & Public Relations. King Saud University, Riyadh KSA

TRAINING & PROFESSIONAL PROGRAMS

2024, April	Mission Critical Broadband Given by Harald Ludwig (Chairman of TCCA technical Forum), Arico Technologies
2023, Aug	Professional Certificate in leadership and Communications Provided by LEORON institute
2021, Mar	Certificate in Corporate Communications Provided by Informa connect

CORE COMPETENCIES

Corporate Communications
Customer experience
Business development

Product marketing
Culture change
Strategic thinking & Leadership

Digital Transformation
Innovated Technologies
Brand & Reputation mang.
