

MARAM HAMIDADDIN

Al-Nakheel District, Riyadh, Saudi Arabia

Summary

Strategic and multidisciplinary professional with extensive experience in Customer Relationship Management (CRM), Business Development, Communications and Direct Marketing Strategies. Proven ability to develop and implement CRM systems that enhance customer engagement, increase retention, and drive organizational growth. Experienced in multi-channel marketing, stakeholder relations, and process optimization within fast-paced and high-stakes environments. Eager to contribute CRM expertise to a team that values innovation, analytics, and client-centric solutions. Striving for excellence, to work in such an environment that will enhance my knowledge and career, where I can perform my leadership and management skills according to my strong caliber and proficiency.

Strengths

- Strong work ethics
- Communication skills
- Strong research skills
- Initiative and self-direction
- Creative and innovative
- Flexible and adaptable
- Decision making
- Critical Thinking
- Confidence
- Time management
- Team leader and player
- Positive influencer
- Result oriented
- Ability to envision, enroll, energize, enable, and execute
- Punctual and precise
- Computer skills

Professional Experience

KFS Communications Team Leader – MarComs Department April 2022 – Present
King Faisal School a subsidiary to King Faisal Foundation, Diplomatic Quarter, Riyadh, Saudi Arabia

- Creating King Faisal School's communication strategies.
- Establishing the Parent Relations Hub as part of the strategy.
- Collaborating with IT to develop a custom-built CRM, streamlining communication, and improving operational transparency through defined workflows and data flows.
- Leveraging analytics and data insights to improve customer experience and engagement KPIs.
- Implementing CRM systems to build a solid relationship with KFS customers and shareholders which improve loyalty, customer retention and lifetime value to the organization.

Facility Rentals – MarComs Department October 2021 – Present

- Responsible for realizing King Faisal School facility rentals from contract to production. Duties include proactively prospecting potential clients, conducting appealing facility tours, timely communication with potential and signed clients, and running every logistical detail prior to, during and post event.
- Overseeing logistical duties for both external and internal rentals include but are not limited to planning and implementation of logistics, timeline management, cross-departmental coordination, provision of premises, facilities and equipment as required by hirers, and any other special contracted service.

Head of the Editorial Committee & Senior Translator October 2018 – Present
Superintendent Office – King Faisal School a subsidiary to King Faisal Foundation, Riyadh, Saudi Arabia

- Responsible for reviewing Arabic/English content, developing strategies and style guidelines.
- Establish a consistent voice and style for all communications.
- Editing articles for accuracy, grammar, and style.
- Final proofreading of the manuscripts before publishing.
- Translating, proofreading, editing, and reviewing Arabic <> English School's policies and internal memorandums and communications across all departments.
- Coordinating with editorial committee members for smooth workflow.
- Nominating editorial committee members: Arabic <> English, translators/editors/proofreaders.
- Organizing monthly meetings of the editorial committee team members to discuss on the process and progress of the editorial committee.
- Performing the following tasks: translation, editing, reviewing and proofreading of texts.
- Translating all types of translation fields from and into these two languages: Arabic <> English.
 - School's Contracts and Agreements.
 - Ministry of Education Declarations, Circulars and government rules & regulations.
 - School's communications, policies and internal memorandums.
- Simultaneously interpreting the first ever G20 summit hosted by the school to visitors from educational ministries from all over the world.

Business Development Manager and Account Manager

2010 – 2011

ACXIOM MENA, Riyadh, Saudi Arabia

- Worked closely with the Delivery Executive and Business Development Director and ensured that solutions were implemented and projects were completed on budget, in scope and on time, and, engaged in extensive client communication, strategic planning promoting client satisfaction.
- Implemented Customer Relationship Management by establishing and maintaining good relationship with existing customers, through loyalty marketing solutions, based on their needs and expectations.
- Developed multi-channel communication strategies for key FMCG/non-FMCG blue-chip clients focusing on optimizing channels to target the right audience with a timely and relative message.
- Managed key accounts including account growth, multi-channels direct marketing, social media campaign planning, and benchmarking. Designed and managed targeted Direct mail, SMS & E-mail communications across the GCC, managed business planners and developed status reports
- Developed and expanded ACXIOM MENA's base of clients, specifically in the central region.
- Proactively identified top prospects and prequalified firms targeted for active pursuit, and monitored and determined avenues for account growth and profitability acceleration including new business, up-sell and cross-sell opportunities.
- Managed accounts and created proposals and presentations to fit the clients' business objectives
- Managed the execution of new projects, liaised with Acxiom team members, clients and 3rd party vendors where appropriate.
- Worked hand in hand with Acxiom Globe, specifically Little Rock in USA, Jeddah & Dubai offices.
- Travelled to attend meetings as required and representing Acxiom MENA in Riyadh.
- Facilitated the documentation and execution of the long term account strategy that are updated routinely resulting in growth, profitability, superior client satisfaction, improving Acxiom product penetration within assigned accounts as well as selling into client's lines of businesses.
- **Significant Achievements:**
 - **Business Development and Acquisition:**
 - Won Flagship Multinational accounts within GCC and entered new markets.
 - Sunbulah Group (Value: \$138,650).
 - Edible Arrangements (Value: \$16,000).
 - Muna AbuSulayman Fashion Collection: multi-channels direct marketing and social media campaign (Value: \$11,560).
 - Bon Voyage Tour Operator (Value: \$9,500).
 - Sony: Won Contact Centre retainer (Value: \$57,000) this improved service led to an extra contract and sell new lines of businesses (Social Media Channels).
 - **Account Management & Planning:**
 - Sony: Contact Center – Saudi Arabia
 - Yesser and Sunbulah Group: Setting-up CRM
 - Edible Arrangements: website development for Middle East Countries (Saudi Arabia, UAE, Qatar, Bahrain, Kuwait, Jordan, and Oman).
 - Bon Voyage Tour Operator: Branding

Senior Business Planner and Consumer Knowledge Center Manager

2005 – 2010

Direct Marketing Services (DMS), Jeddah, Saudi Arabia

- Successfully created and led the Tourism Phone Service Project.
- Exposed to the unique opportunity to create first-hand experience in the Kingdom in the field of tourism realm within the context of a completely new culture.
- Developed the "Call Center Business Case" proposal and the "Co-Related Financial Quotation Value" (SR 2,000,000) for the Saudi Commission for Tourism and Antiquities, and won the bid.
- Wrote and planned the Critical Path Schedule (CPS) via MS-Project to run-up the Call Center.
- Developed and implemented strategies to ensure optimum Call Center performance.
- Presented the project to HRH Prince Sultan bin Salman Al Saud, SCTA Secretary General.
- Presented the project to Dr. Sala'ah Al Bakheit, SCTA Secretary, General Supporting Deputy.
- Personally featured in AlRiyadh Newspaper in a published article citing the major accomplishments with regards to the "Tourism Phone Service" project.
- Managed more than 50 representatives at for various Call Center projects.
- **Significant Achievements** 2005
 - Appointed as a Consultant for the P&G CEEMEA Contact Center Proposal.
 - Award of Honor: Producing new line-up for Pampers (Size 6 worldwide), P&G.
 - Wrote the Nestlé Cerelac CRM Program, Call Center & IVR Financial Proposals.

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- Provided advisory and consultations for large service delivery departments (Consumer Knowledge Center, Client Servicing, Operations & Human Resources).
- Conducted "Contact Center Communication Skills Training" for (Sokook RE/MAX Arabia) for 15 representatives.

Consumer Knowledge Center Manager and HR and Admin Manager

2002 – 2005

Direct Marketing Services (DMS), Jeddah, Saudi Arabia

- Created, managed the planning, operations, maintenance, and upgrading of the ongoing accounts of P&G, Arabian Peninsula Consumer Relations Center, Sony Call Center, Goody Call Center along with multiple Market Research Projects for: P&G, Goody and Safi-DANONE.
- Developed and monitored the application of CKC operating systems including policies and procedures, operating structure, and information flow.
- Ensured the volume of work produced met service standards and exceeded quality standards.
- Assisted the CKC Director in developing business plans for team/group operations including budget development, and managed overall operational plan.
- Developed the Standard-Operation-Procedure (SOP) for Call Centers (in-bound & out-bound) in addition to reporting templates.
- Recommended activities concerning hiring, training & development, and of staff performance
- Worked to continuously improve organization workflow system, processes, and reporting, and kept with industry technologies and operational standards.
- Handled company recruitment.
- Worked closely with HR Director and developed / updated HR procedures.
- Conducted business administration and management training.

Education

- **Bachelor of Art Degree in English Translation** 1997 – 2001
Department of European Languages and Translation, King Saud University, Riyadh, Saudi Arabia
Graduation Project A+

Languages

- Arabic: Native ▪ English: Fluent, verbal and written ▪ French: B1

Contact Information:

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Freelance Work:

- Certified Freelance Translator & Interpreter by the Saudi Ministry of Labor and Social Development - MLSD – KSA Feb 2015 – Present
- Simultaneous Interpretation for the World Bank Group 21st April, 2020
 - "City Resilience" a discussion workshop for (3) hours conducted through the WEBEX & Skype programs.
 - The subject of the e-meeting was "City Resilience" as part of the cooperation between: "The World Bank Group" and "The Ministry of Municipal and Rural Affairs" (MoMRA) represented by the Technical Affairs Deputyship.
 - The meeting included 17 municipalities with more than 50 persons.
- Worked on multiple projects for:
 - King Abdullah bin Abdulaziz International Center for Inter-Religious and Inter-Cultural Dialogue (KAICIID).
 - Hadara Consultancy.
 - Al-Aghar Group.