

REENAD SHAIK

Marketing Specialist

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 Riyadh, Saudi Arabia

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PROFILE

Experienced marketing specialist adept at curating and managing content across diverse media platforms. Skilled in high-responsibility roles including content creation, PR, and business development.

PROFESSIONAL EXPERIENCE

Wafi Energy – Shell Licensee, Senior Marketing Specialist

2024 – present | Riyadh, Saudi Arabia

- Enhanced brand awareness and customer engagement through the development and implementation of effective marketing campaigns.

- Successfully managed social media platforms, achieving a 30% growth in followers and a 70% increase in overall reach and engagement.
- Played a key role in organizing photo and video shoots, as well as on-site activities and activations, both internally and with partners.
- Led the coordination and execution of corporate events and promotional activities, significantly improving client relationships and brand loyalty.
- Worked in collaboration with Saudi Motorsport to facilitate Shell's high-profile participation in the Formula One Grand Prix in Jeddah, overseeing branding for an exclusive suite experience to entertain key clients and stakeholders and boost brand visibility.
- Branding & communications lead for the Wafi loyalty program, driving customer engagement and retention.
- Serving as Acting Marketing Manager since March 2025, overseeing brand strategy, agency management, and team leadership.

DTS (Datalink Technical Services), Marketing Specialist

2023 – 2024 | Riyadh, Saudi Arabia

- DTS and DataLink: Managed LinkedIn content, including job postings and community engagement.

Coordinated events, notably WOS 2024, achieving significant success. Handled daily marketing efforts, improved company profile and presentations, and oversaw marketing for all projects and sub-projects.

- Saudi Times: Produced and managed content across social platforms (Facebook, Instagram, X, TikTok, LinkedIn). Analyzed entertainment market trends in Saudi Arabia. Led PR and marketing strategies, improving business development and communications.
- Managed large-scale entertainment and cultural activations including Gamers8 Esports World Cup, Riyadh Street Art Festival with the Ministry of Culture, and other key Saudi events.
- Built influencer partnerships and youth engagement campaigns that expanded audience reach.
- OPX: Managed marketing agency relations, content creation, and approvals. Conducted market research, identified opportunities, managed events, and produced key documents.
- CoFo Club: Led marketing for a fitness app, managed collaborations, and negotiated contracts. Organized videography and developed marketing strategies.

Starvania Studios, Marketing Specialist

2022 – 2023 | Riyadh, Saudi Arabia

- Crafted a comprehensive marketing strategy and brand guide to enhance brand perception and expand the customer base and online community.
- Managed and executed on-site marketing strategies and promotional efforts at various events.

DayDream Store, Marketing and Content Manager

2018 – 2022 | Bangalore, India

- Oversaw Instagram content management, ensuring a curated brand and overseeing paid promotions.
- Collaborated with the owners to coordinate product photography sessions and sales initiatives.
- Developed and implemented a content marketing plan to increase brand visibility and engagement.

Arab News, Content Writer

2016 | Riyadh, Saudi Arabia

- Wrote and edited political and technical pieces as per editorial requests.
- Edited and proofread articles for accuracy and clarity ensuring quality and consistency in the published content.

EDUCATION

- MBA, Marketing, Next MBA – 2025 | Riyadh, Saudi Arabia
- Bachelors in Business Administration & Marketing, Arab Open University – 2023 | Riyadh, Saudi Arabia
- B.Sc Psychology, Alagappa University – 2022 | India, Graduated with Honors

SKILLS

Marketing Strategy • Loyalty Programs • Business Development • Brand Management • Social Media Marketing • Event Management • Project Management • Brand Awareness Campaigns • Agency Management

LANGUAGES

English • Urdu • Arabic • Korean