

Mohammed Fahad Almuzaini

Marketing Operations Manager — Marketing Strategy · Project Management · Digital Transformation

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PROFESSIONAL SUMMARY

Marketing leader with true end-to-end ownership: I take a business objective and carry it personally through every stage — strategy, brand identity, photography and video production, multilingual website development, campaign execution, and executive reporting. I currently lead marketing for a diversified five-business group, where I built the group's complete digital presence from zero, alone, and run it as one measurable operation. A financial management degree keeps my marketing decisions tied to budgets, revenue, and return on investment.

100M+

Cumulative content views

1,000+

Content pieces produced

250+

Brand collaborations

300K+

Combined digital audience

CORE SKILLS

- **Marketing Strategy & Brand Management:** positioning, messaging, brand identity creation, go-to-market planning
- **Marketing Operations & Project Management:** multi-brand operations, budgets and timelines, stakeholder coordination
- **Digital Transformation:** multilingual website development, online booking and appointment journeys, customer-experience (CX) design
- **Content Production:** professional photography, videography, editing and post-production, art direction
- **Social Media & Campaigns:** multi-account management, influencer marketing, campaign planning and execution
- **Analytics & Reporting:** performance analysis, ROI framing, executive-level reporting
- **AI-Enabled Workflows:** applying AI tools across planning, content creation, and reporting

PROFESSIONAL EXPERIENCE

GACINE Group — diversified group (hospitality, contracting, interiors, healthcare, commercial), Madinah

2026 – PRESENT

Marketing Operations Manager | Digital Strategy & Projects

- Lead all marketing for five distinct businesses as the sole owner of the function — from setting strategy with executive management down to producing and shipping the work itself.
- Designed, developed, and launched the group's entire digital presence single-handedly: six multilingual websites (up to 11 languages each) covering hotel bookings, clinic appointments, interior-project requests, and a city guide for visitors.
- Personally produced all visual content: built a professional photography library of 180+ images and filmed, edited, and delivered the brands' marketing videos.
- Created brand identities from scratch — including founding the GACINE WOOD interiors brand end to end (naming, visual identity, website, and launch content) in under two weeks.
- Unified 19 social media accounts across five brands under one consistent identity, each with a forward content plan and a clear voice for its audience.
- Designed customer-experience systems that turn visits into inquiries: WhatsApp-based booking for each hotel branch, an in-stay digital guest portal with satisfaction ratings, and structured request forms for clinics and interior projects.
- Analyzed hotel operations and finances, delivered a 90-day operating plan, and report marketing performance to executive management through a periodic published report.

Integrated Support Company — Hajj & Umrah services

2026

Media Production Coordinator

- Coordinated official media production for Hajj and Umrah services — official visits, pilgrim reception, and live field coverage — to institutional standards of speed, accuracy, and protocol.
- Managed the full digital content production cycle across parallel events: planning, crews, shooting schedules, review, and delivery.

Independent — licensed digital advertiser (Mawthooq)

2022 – PRESENT

Digital Marketing & Content Strategist

- Delivered 250+ brand collaborations and 1,000+ content pieces — primarily for restaurants, cafés, and F&B brands — handling strategy, production, and performance analysis myself.
- Founded and produce Tajalli, an independent media platform (podcast, interviews, short-form video) with 100M+ cumulative views; one documented episode clip reached 11M views and brought in 68K new followers.
- Led product-launch campaigns end to end — positioning, influencer selection, and message direction — including a launch documented as the brand's #1 best-seller.
- Grew a combined digital audience of 300K+ followers across personal and project platforms.

EDUCATION

Bachelor's Degree in Financial Management — Saudi Electronic University, 2021–2025

CERTIFICATIONS & LICENSES

Integrated Marketing Diploma — Mastery Academy · **Professional Media Registration** — General Authority of Media Regulation · **Mawthooq Digital Advertiser License** — General Authority of Media Regulation

AWARDS

National Scientific Research Award — Third Place, Saudi Arabia · Innovation & Entrepreneurship track

LANGUAGES

Arabic (native) · English (advanced)