Lama Al Shehri

Business Administration Graduate (Marketing)

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PROFESSIONAL SUMMARY

Business Administration Graduate with a major in Marketing and hands-on internship experience in social media content. During an internship at Red Sea Foods Co., designed 20 social media posts in Canva following the brand guidelines and supported the marketing team with the social media content calendar for 3 product lines. Completed a graduation project: digital marketing plan for a local coffee brand, including a customer survey of 150 respondents. Seeking an entry-level Marketing Coordinator role.

PROFESSIONAL EXPERIENCE

Marketing Intern

Jun 2024 – Aug 2024

Red Sea Foods Co. | Jeddah

- Designed 20 social media posts in Canva following the brand guidelines.
- Supported the marketing team with the social media content calendar for 3 product lines.
- Collected customer feedback forms during an in-store sampling event and summarised 85 responses for the brand manager.
- Co-organised an in-store product sampling event in 2 branches.
- Prepared weekly reports on Instagram engagement using Meta Business Suite.

Marketing Committee Member (Volunteer)

Sep 2023 – May 2025

KAU Business Club | Jeddah

- Ran the club's Instagram account and grew it from 900 to 2,400 followers in one academic year.
- Organised 4 skills workshops for business students with speakers from local companies.
- Coordinated a career day for about 200 students with 12 employer booths.

PROJECTS

- Graduation project: Digital marketing plan for a local coffee brand, including a customer survey of 150 respondents.

EDUCATION

Bachelor of Business Administration (Marketing), King Abdulaziz University, Jeddah, 2025, GPA 4.3/5

KEY SKILLS

Social Media Marketing · Canva · Market Research · MS Excel · Content Planning · Google Analytics · PowerPoint · Meta Business Suite

LANGUAGES

Arabic (Native), English (Very Good)

CERTIFICATIONS

Google Digital Marketing Fundamentals, 2024

Sample, not a real person