

# ARWA A. AL.SHAFIE



## CONTACT

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## LANGUAGES

Arabic – Native

English – Advance

## OBJECTIVE

To join a progressive organization that can utilize my experience, proven abilities and skills to my full

potential for mutual benefit to the organization and my career .I can be an asset to your organization as I am

knowledgeable about my work and a committed employee with total dedication and professional approach.

## WORK EXPERIENCE

### **TJR For Advertising** Telemarketing Executive (2010-2011):

#### Tasks Related To Position

- Generating Sales Opportunity ( Sales Force )
- Alignment With the Creative Department To Insure Excellent Satisfaction Level Of The Customer

### **Almuallim Group** Marketing Manager for COUCH – TIFFANY - CHAMPION ( 2012-2013):

#### Tasks Related To Position

- Implement Marketing Strategy From New York – Milano - Dubai
- Display Assurance Across the Kingdom
- Mystery Shopper
- Analyzing Products On Sales Chart For Running / NON Running Items

### **HILTI Saudi Arabia For Construction Tools** Customer Service Agent (2011-2013):

#### Tasks Related To Position.

#### (Operating system) SAP & EIM

- Handling incoming requests (Emails, Calls) from sales force team and customers
- Providing (ETA) Estimated time of arrival for Both customers and sales force
- Processing Pickup Request and delivery for Repair Centre
- Processing orders for credit and cash customers
- Provide (MTC) Material test certificate Both customers and sales force
- Handling (CCN) customer care notifications
- Providing first contact solution for customers and sales force
- Handling Key Accounts And VIP Plus Customers

**HILTI Saudi Arabia For Construction Tools** Branding and Communication Specialist (2013-2019):

Tasks Related To Position

Customer Communication:

- Plan , Coordinate , Execute and Evaluate Communication Actions to Customers Trade fairs, E-mailing, CAM, Events Hilti innovation Magazine, Press Releases And / Or ADS , HOL Content , Services Communication.

Sales Support Material:

Plan , Produce Stock And Distribute Sales Support Material Leaflets, Gifts, Trade/ Product Folders, Company Presentation, Catalogues, Price List, Roll- Up Stands, Boards, HS Communication Material.

Branding:

- Keep Hilti Corporate Branding Standards As Per CI/CD Rules
- Designs, KICK OFF ( Annual Meeting ) and Waves Support, ( Team Magazine )
- Company Reports.
- Maintain Database Of Local Suppliers.
- Produce and design all visual materials for marketing campaigns and videos.
- in charge of creating and maintaining the content and visuals of HOL (Hilti online website)

**RSGT Red Sea Gate Way Terminal** Corporate Communications & PR Manger (2019 – Present)

Tasks Related To Position

Planning

- Development and execution of RSGT's communications & PR plans, which includes Internal & External Communication areas, including the development of social network that can be utilized by RSGT employees and customers.

Support and develop communication strategies and action planning strategies, including counseling and providing guidance to leaders and peers around operational and HR communication challenges.

Advertising and marketing

- Responsible for developing, identifying and executing communications strategy and plans for local and international adds in coordination with related departments.
- Responsible for developing internal/external awareness campaigns for RSGT identity profile raising and branding.
- Liaise with concerned department for developing a platform for corporate conferences and exhibitions.

Media Relations

- Monitor media channels, reports/recaps to RSGT employees around Company and industry news as well as Company-relevant issues brewing in traditional or social media.
- Maintain the media publication calendar, media statement tracking and other materials.
- Assist in drafting responses to media requests (including research when needed), work with key stakeholders to edit and finalize responses and ensure prompt follow up.

- Assist with researching, drafting and editing communications regarding the local, regional terminals.
- Media outreach strategies, creating and implementing product or service announcements.
- Assisting executives with public speaking engagements.

#### Social Media

- Serve as a department expert on all thing's social media; monitor trends and share news, case studies and best practices and updated info.
- Work with social media team regarding responses for issues emerging on Facebook and Twitter.
- Support issues management process including background research. Draft edit and work with team to finalize and distribute responses.

#### Corporate Website /intranet

- Collaborate with IT team to get various web content updated.
- Conduct thorough monthly review of website to confirm full functionality.
- Work with IT to develop RSGT intranet and maintain it with updates.

#### Other Corporate Responsibility (CR)

- Write first drafts of stories for biennial Corporate Responsibility report.
- Create, maintain, and publish CR calendar of events and CR initiatives across the company; establish relationships with appropriate CR subject matter experts and participate in meetings as needed.
- Create a CSR program for RSGT and conduct an annual related activates.
- Create a platform for visits and its related logistics.
- Create a platform for corporate gifts.

### **EDUCATION**

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Bachelor Degree of Business administration – Marketing ( Expected to Graduate 2023)

### **ADDITIONAL SKILLS**

- Microsoft Office, word, excel, PowerPoint
- Self-taught Photoshop – Final Cut Pro

### **TRAININGS WITH HILTI**

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- BTS. Basic Training Seminar (2011) Dubai
- SSS. Situational Selling skills (2011 ) Dubai
- Branding and Communication Training. (2015 ) Liechtenstein – Milano ( Italy )
- Champion 2020 Strategy. (2016 ) Jeddah
- Brand Refresh. (2017 ) Dubai