

Mahdi Ali

House 1197, Road 4122, Block 341, Juffair, Kingdom of Bahrain

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Summary

Dynamic marketing professional with experience in both traditional and digital marketing strategies. Skilled in crafting compelling campaigns, market analysis, and creating visually appealing marketing materials. Proven track record of driving brand visibility and sales growth through creative initiatives and collaboration across teams.

PERSONAL DETAILS



Full Name: Mahdi Khalil Ebrahim Ali Hasan
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PERSONAL EXPERIENCE



Marketing Specialist

Kazeroni Brother B.S.C

Feb 2025 - Present

- Coordinated field marketing activities including in-store promotions and customer engagement to increase brand awareness. Organized and supported trade events to strengthen business relationships and drive sales. Collaborated with sales teams and conducted market analysis to optimize pricing and campaign effectiveness.



Sales Representative

Alsulaiman IKEA

Jul 2023 - Feb 2025 (1 year 8 months)

- Delivered excellent customer service, achieved sales targets through product knowledge and upselling, optimized store presentation, and contributed to overall store revenue growth by enhancing customer satisfaction and driving sales.



Marketing Specialist

VKL Holdings & Al Namal Group of Companies

Jan 2023 - July 2023 (1 year 2 months)

- Demonstrated expertise in creating engaging offers, copywriting, and visually appealing marketing materials. Developed strategic pricing, conducted market analysis, and collaborated with design teams to deliver cohesive and impactful marketing campaigns.



Marketing Specialist

Gulf Coca-Cola Beverages (GCCB)

Feb 2022 - Apr 2022 (3 months)

- Led design and implementation of signboards, POS materials, and promotional content. Collaborated with sales and cross-functional teams to create marketing collateral, drive brand visibility, and execute successful

campaigns to achieve sales targets.

INTERNSHIP PROGRAMS



Retail Sales Assistant (Tele-guru program)

Batelco

Mar 2020 - Mar 2021 (1 year 1 month)

-Assisted sales team in achieving targets, expanding customer base, and providing exceptional service. Conducted product demonstrations, maintained sales records, and collaborated with cross-functional teams to ensure smooth operations and accurate reporting.



Customer Service Trainee (Zain Youth program)

Zain Group

Jun 2019 - Jul 2019 (2 months)

- Provided exceptional customer service by addressing inquiries, resolving issues, and assisting with SIM card registration. Demonstrated in-depth knowledge of Zain's products, maintaining professionalism, and received positive feedback for outstanding customer satisfaction.



Call Center Agent (High-School graduation program)

Social Insurance Organization- (الهيئة العامة للتأمين الاجتماعي)

Dec 2016 - Dec 2016 (1 month)

EDUCATIONAL CERTIFICATIONS



University of Bahrain

Bachelor's degree, Business Administration and Management in Marketing

2016 - Oct 2022

Shaikh Mohammed bin Abdul Aziz Secondary School

High School Diploma, Commerce - 2013 - 2016

APPLICATION SKILLS

Adobe Photoshop, Adobe illustrator, Adobe InDesign, CANVA, Microsoft Office, SAP, Oracle

PERSONAL SKILLS

Language Skills: Good in English and fluent Arabic both written and oral.

Interpersonal Skills: Steady under pressure, serious in work, time management, fast learning, fits easily in a team, Motivational leadership.