

Nour Hani Al Nusaif

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Motivated Marketing student with a strong interest in creativity, brand storytelling, and innovative marketing solutions. Experienced in managing social media accounts and creating engaging content. Passionate about applying marketing knowledge to real-world projects and contributing to organizational success.

Education

Bachelor of Business Administration – Major: Marketing (Subspecialty: Digital Marketing)

Imam Abdulrahman Bin Faisal University, Dammam, Saudi Arabia

(Expected Graduation: June, 2026)

- **GPA:** 4.467
 - **Relevant Courses:** Digital Marketing, Consumer Behavior, Marketing Research, Advertising & Promotion, Product Management, Pricing management.
 - **Currently Enrolled Courses:** Strategic Marketing, International Marketing, Digital Marketing Project, Marketing Analytics, Digital Branding, Content Marketing.
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Skills

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| • English (STEP Score: 94) | • Consumer behavior analysis. |
| • Excel | • Basic video editing |
| • PowerPoint | • Content creation |
| • Word | • Creativity and idea generation |
| • Social media account management | • Problem-solving |
| • Audience engagement | • Teamwork |
| • Campaign planning | • Communication |
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Projects & Academic Work

- **Advertising Campaign Project – Barn's Coffee** (University Project)
Developed a full advertising campaign including creative strategy, media plan, and execution timeline.
 - **Marketing Research Project – Exploring Influencer marketing influence on Saudi women's purchasing decisions in the makeup industry**
Conducted a research study with statistical analysis, problem definition, and recommendations.
 - **Digital Marketing Proposal – Lustrous Jewelry**
Created a competitive analysis and SEM strategy tailored for online jewelry retail.
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Training & Certifications

- **STEP Exam – Score: 94** – Saudi National Center for Assessment (2021)
 - **General English Course (Youth International English Program)** – University of Toronto, Canada (2018).
Completed a two-month English language program focusing on communication and cultural immersion.
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Volunteering

- **Volunteer – Public Library, Bayt Al-Thaqafa** (Apr, 2025)
Assisted with visitor information entry and data organization, contributing to community cultural engagement.
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