

MARKETING · SALES · RIYADH, KSA



Mohammed Alhawas

Marketing & Sales Specialist

Eleven years building data-driven marketing across real estate, healthcare, retail, F&B and technology — strategy, paid campaigns, lead generation and the CRM work that turns them into clients.

11+

Years of experience

6

Industries served

20+

Projects delivered





About

Eleven years of marketing and sales, across six industries.

11+

Years of experience

6

Industries served

20+

Projects delivered

AR/EN

Campaigns in both

Marketing and Sales Specialist with 11+ years of experience in digital marketing, sales and brand growth. I specialize in building data-driven marketing strategies that enhance brand visibility, generate quality leads, and improve customer engagement.

I have hands-on experience in managing multi-channel campaigns, optimizing advertising performance, and aligning marketing efforts with business objectives. My strength lies in understanding customer behavior, improving conversion journeys, and turning potential leads into engaged clients.

I've marketed brands across real estate, healthcare, retail, F&B and technology, which lets me bring a well-rounded perspective to marketing challenges and drive measurable growth.

Strategy, campaigns and CRM handled by one person — in Arabic and English.



Highlights

What a decade in the field adds up to.

TRACK RECORD

Experience

- ✓ 10+ years of experience in marketing and sales.
- ✓ Worked with companies across real estate, technology and services.
- ✓ 5+ years in front of the camera.

Leadership

- ✓ Led creative teams.
- ✓ Managed design and videography teams.

Campaigns

- ✓ Built successful marketing campaigns.
- ✓ Ran campaigns across a range of digital platforms.

Campaign work and on-camera presence in the same person — the plan and the face behind it.



What I offer

Five services, from the marketing plan to the person delivering it on camera.

SERVICES

01

On-Camera Presence

Professional on-camera appearance as the face of your brand.

02

Content Production

Writing scripts and concepts, and overseeing production.

03

Marketing

Building the plans, running the campaigns and analysing the results.

04

Influencer Marketing

Coordinating campaigns with influencers.

05

Marketing Identity

Turning services and products into a clear marketing message.

Take one or take them all — the strategy, the content and the face on screen come from the same place.



Experience

Five roles across fuel technology, investment, real estate, F&B and services.

CAREER HISTORY

Company	Role	Period	Location
PetroApp	Marketing & Sales Specialist	Apr 2026 — Present	Riyadh · On-site
Sadeef	Marketing & Sales Specialist	Dec 2025 — Apr 2026	Riyadh · On-site
Sakan	Marketing & Sales Specialist	Oct 2024 — Dec 2025	Saudi Arabia · On-site
The Chefz	Marketing & Sales Specialist	Oct 2020 — Dec 2024	Saudi Arabia
Hulool Al-Abaad	Customer Service Supervisor	Jan 2020 — Sep 2020	Riyadh

Marketing and sales held together in one role, at every stop.



Selected achievements

What the two most recent roles delivered.

DEC 2025 — APR 2026

Sadeef

- ✓ Connected investors with high-value opportunities through strategic planning, relationship building and clear communication.
- ✓ Developed marketing strategies and brand identities, and managed media campaigns that drove measurable market impact.
- ✓ Led growth, marketing and brand strategy across investment projects.

OCT 2024 — DEC 2025

Sakan

- ✓ Represented and managed the brand through innovative marketing strategies.
- ✓ Engaged audiences across social media and built relationships with media partners.
- ✓ Strengthened the company image to grow its presence and attract customers.

Investor relationships, brand identity and media campaigns — built, not inherited.



Selected work

Campaigns and coverage across real estate, healthcare, retail, F&B and automotive.

PORTFOLIO · 1 OF 2



Golden Driving

Golden Driving · 2025

Social campaign for a Riyadh car rental brand, filmed across their showroom fleet.



PetroApp on TikTok

PetroApp · 2026

TikTok campaign content for PetroApp.



Robin Plaza

Sakan · 2025

Reel promoting the offices and retail units at Robin Plaza.



LEAP 2025 Coverage

Sakan · 2025

On-the-ground coverage from LEAP 2025 on how technology is reshaping real estate.



Restatex Riyadh

Sakan · 2025

Audience-engagement reel from Riyadh's largest real estate exhibition.

Every piece below is a live post — the work is public, not a case study written after the fact.



Selected work

Campaigns and coverage across real estate, healthcare, retail, F&B and automotive.

PORTFOLIO · 2 OF 2



Bushti

Bushti · 2023

Campaign for a bisht label — the authenticity of the past, the luxury of the present.



Alfagih Hospital

Alfagih Hospital · 2022

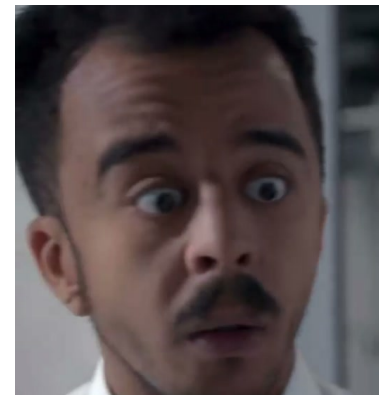
Paid social campaign for the hospital's physiotherapy department.



Dallah Hospitals

Dallah Hospitals · 2022

Brand campaign for Dallah Hospitals — your wellness is our happiness.



CHKN

CHKN · 2022

Social ad for CHKN, a fried chicken restaurant brand.

Every piece below is a live post — the work is public, not a case study written after the fact.



Skills & expertise

Marketing, sales and the sectors they have been applied in.

MARKETING

Strategy & campaigns

 Digital Marketing

 Marketing Strategy

 Multi-Channel Campaigns

 Paid Campaigns

 Advertising Performance

 Brand Visibility

 Data-Driven Marketing

SALES & CRM

Turning leads into clients

 Lead Generation

 CRM

 Conversion Journeys

 Customer Engagement

 Customer Behaviour Analysis

SECTORS

Where I've marketed

 Real Estate

 Healthcare

 Retail & Fashion

 F&B

 Fleet & Fuel Technology

The full funnel in one place — from first impression to signed client.



Questions, answered

The things people ask before getting in touch.

FAQ

What kind of roles are you open to?

Marketing and sales roles where strategy, lead generation and CRM meet — on-site in Riyadh, part-time, or fully remote.

Which industries have you worked in?

Real estate, healthcare, retail, F&B and automotive — most recently fleet and fuel technology at PetroApp.

Do you work remotely?

Yes. I am based in Riyadh and work on-site, hybrid, or fully remote depending on what the role needs.

What languages do you work in?

Arabic and English — including campaign copy, client communication and reporting in both.

GET IN TOUCH

Let's work together.

Available in Riyadh and remotely — on-site, part-time or fully remote. Send me a note, or save my details for later.

✉ Email me



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