

Abdulrahman Bakor

Advertising Management | Marketing Specialist - Account Management - Client Relations

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Final-year Advertising Management student completing a 12-week Marketing Specialist co-op through September 2026, with experience in business development, partner outreach, influencer operations, rebrand strategy, and customer-facing leadership. Skilled in relationship building, research, presentation development, and turning client needs into structured recommendations, proposals, and practical working systems.

PROFESSIONAL EXPERIENCE

The Plug Marketing Agency - Jeddah, Marketing Specialist Co-op Trainee **June 2026 - September 2026**

- Engage prospective partners across calls, WhatsApp, email, and meetings, progressing Save Plus beneficiaries through negotiation, signed agreements, and formal onboarding processes.
- Conduct creator research, direct outreach, and rate-card comparisons across platforms while maintaining structured pricing, contact, and next-action records.
- Support proposals, presentation development, and internal account coordination across partnership, influencer, and launch projects.

Locals Café - Jeddah, Barista to Co-Manager **July 2022 - March 2024**

- Joined with no prior café experience, learned the operation on the job, and progressed from barista to co-manager through increasing leadership responsibility.
- Led daily operations serving more than 300 customers per day and supervised and trained teams of 2-4 staff members.
- Managed customer concerns, inventory, shift planning, and operational flow during peak periods.

PROJECT EXPERIENCE

Selected Professional & Academic Projects **2023 - Present**

- Influencer Operations Dashboard & Proposal Generator:** Built a private creator research, pricing, outreach, and editable proposal system that turns selected profiles into client-ready presentations in under one minute.
- Save Plus Rebrand & Launch Strategy:** Built a strategic recommendation connecting competitor evidence, audience messaging, a hybrid rollout, search priorities, a 30-day content plan, and measurement.
- Academic Campaign Research:** Built research-led strategies for Palate, TikTok influencer marketing, Brew92, NEOM The Line, and Mobily.

SKILLS

Advertising & Marketing: Brand strategy, campaign planning, consumer research, competitor analysis, content planning, SEO, SEM

Business Development: Partner sourcing, outreach, negotiation support, onboarding processes, proposals, follow-up

Influencer & Operations: Creator research, rate-card comparison, client communication, customer experience, team supervision

Tools: Microsoft Excel, PowerPoint, Word, Canva, Google Analytics, Google Forms, Google Ads, Foodics POS

Languages: Arabic (Native) | English (Fluent)

CERTIFICATIONS

AI Awareness & Generative Tools for Workplace Productivity - UBT Future Institute, 2026 | 14-hour program in responsible generative AI and workplace applications.

Digital Marketing Certified - HubSpot Academy, 2026 | SEO, content, social media, advertising, and measurement.

Fundamentals of Digital Marketing - Google, 2026 | Search, analytics, content, and online growth.

AI Literacy for Everyone - LinkedIn Learning, 2026 | Responsible AI use and research support.

IELTS Academic - 2023 | Overall Band 7.0

EDUCATION

Bachelor of Advertising Management - GPA 4.80/5.00 **2023 - January 2027**

University of Business and Technology, Jeddah

Relevant coursework: Advertising Strategy, Consumer Behavior, Digital Marketing, Marketing Research, Public Relations, Media Planning, Brand Strategy, Customer Experience