

HAIFA AL-HARBI

ASSISTANT MANAGER - EVENTS AND CAMPAIGNS LEADER

INFO

ADDRESS

Olaya Street, Riyadh, Saudi Arabia

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EMAIL

alharbi.haifa@yahoo.com

DATE / PLACE OF BIRTH

1/10/1990
Riyadh

NATIONALITY

Saudi

LINKS

[LinkedIn](#)

SKILLS

Leadership Skills



Event Planning & Coordination



Venue Selection, Setup, and Design



Guest Reservations & Arrangement



Staff Management



LANGUAGES

Arabic



English



HOBBIES

PROFILE

Highly motivated Special Events and Campaigns Manager with five years of experience, responsible for the planning, development, and direction of Corporate Banking events, and campaigns. The goal is always to ensure an exceptional experience for Corporate clients through service excellence.

EMPLOYMENT HISTORY

Assistant Manager - Corporate Events and Campaigns Leader, Riyadh Bank

Riyadh

Jan 2017 — Present

- In charge of coordinating and leading activities for Corporate Banking.
- Prepared annual special events agenda.
- Develop Marketing plans for Corporate Banking through elaborate event showcases and social media campaigns.
- Solicited sponsorship and promoted events including seasonal events and numerous other special projects and programs.
- Prepares and promotes activities and services through social media.
- Created new marketing strategies with the goal of generating new opportunities for the sales team.
- Collaborate with the sales team to ensure that customer's needs and goals are met at each event.
- Attended weekly meetings with the Customer Experience Department to discuss upcoming events and current events.
- Reported directly to the General Manager of Strategy & Planning Department and Corporate Banking EVP.
- Worked closely with all Corporate Departments and Marketing teams to assure all events ran smoothly.
- Supervised a team of event planners and assistants.

Senior Officer - Strategic Planning Department, Riyadh Bank

Riyadh

May 2016 — Dec 2016

- Admin Support for overseas branches of Riyadh Bank for RB-London branch, Riyadh Bank Singapore Representative Office and Riyadh Bank - Houston Agency Office in America.
- Process funds for Riyadh Bank Singapore Representative Office.
- Process financials, monthly and quarterly interest for RB-London branch.
- Budget Officer.

Administrator - International Relations, Riyadh Bank

Riyadh

Jan 2015 — Apr 2016

- Coordinate IMF meetings for Riyadh Bank delegates.
- Prepare IMF meeting schedule for Riyadh Bank and Correspondent Banks.
- Weekly meetings with the Chairman of Riyadh Bank for IMF.
- Write official letters.
- Coordinate the Hotel bookings and cars for Riyadh Bank delegates.

**Correspondent Banking Assistant - Financial
Institutions Department, Riyadh Bank**

Riyadh

Jul 2014 — Dec 2014

- Coordinate Meetings.
- Process visa for Correspondent Banks.
- Update the contact list.

EDUCATION

**Bachelor Degree in Internet Marketing &
Entrepreneurship - Business Administration ,
California Intercontinental University**

California

Jan 2020 — Present

**Online Course - Leadership Principles , Harvard
Business School Online**

Riyadh

Jun 2020 — Jul 2020

Leadership Principles is designed to help new and aspiring leaders unleash the potential in themselves and others, and cultivate high-performing teams. Become a more versatile leader who can mobilize others by immersing yourself in real-world leadership challenges, self-assessments, and 360-degree feedback from colleagues and peers.

Speaking English Course, British Council

Riyadh

Dec 2018 — Feb 2019

English certificate.

English Course, Effat University - English Academy

Jeddah

2008 — 2008

Certificate of Achievement for obtaining B+.

COURSES

Communication in Marketing Skills, LEORON

Nov 2019 — Nov 2019

Managing & Supervising, Riyadh Bank

2017 — 2017

interpersonal Communication , Riyadh Bank

2016 — 2016

**AML, KYC, Fraud, and Operational Risk Management,
Riyad Bank**

2017 — 2019

Information Security Training Program, Riyadh Bank

2016 — 2019

CERTIFICATES

**Certificate of Participation - Learning & Technology
Event**

2010 — 2010

Jeddah - Effat
University

Career Day - Main Organizer

2011 — 2011

Jeddah - Effat
University

Best Prepared Speaker Award

2012 — 2012

Toastmasters
International Club in
Jeddah

REFERENCES

References available upon request