Abdulrahman AlShahrani

Business Development and Digital Marketing

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Based in Abha or available online. Open to employment in Riyadh or Jeddah. Currently studying for the Master in Management at MBSC. English B2, EnglishScore 465.

Professional Summary

I work in business development and digital marketing. At Shahm Home, I connect channel reporting with the handoff of property enquiries to sales. At BotBox, I combined campaign planning and cold outreach with a website and CRM workflow for programme enquiries. I use AI to prototype ideas and test how teams will use them.

Skills

Business model development, strategic planning and consulting proposals.

Digital campaign planning and operations, content management and channel performance analysis.

Project management, customer journey mapping, sales funnel design and customer relationship management (CRM).

Product requirements, workflow automation and AI-assisted prototyping with Emergent, Codex, OpenCode and pi.

Professional Experience

Marketing Manager | Shahm Home

From August 2026

Prepared the monthly marketing channels report and organized the handoff of property enquiries to sales. Contributed to the team's business systems. Work sample: d7m.co/en/work/shahm#account-report.

Project Manager | BotBox

Approximately late 2025 to late March 2026

Managed the sales funnel and cold outreach, prepared marketing plans and coordinated the team. Connected online programme selection and proposal requests to CRM follow-up. Also worked on the bilingual registration journey for MILHA's CInP programme website. Work sample: d7m.co/en/work/botbox.

Production Trainee | MBC Academy

20 July to 25 August 2025

Completed 36 days of field training with the production team of Traveller’s Hell.

Additional internship: Marketing specialist intern at MILHA, May–August 2025.

Earlier Professional Experience

Marketing Manager | Bushra Day

Started around March 2024, with a documented delivery in February 2025. End date unconfirmed.

Prepared client presentations and coordinated administrative work. In February 2025, delivered the strategy I developed with the team for Al Wajeeh Holding and its companies.

Contract Digital Marketing Specialist | RBAB

January to August 2024

Ran campaigns for Monogram, Chapter 3 and Abu Al Abd and managed RBAB's LinkedIn page. For Basket, handled customer replies, paid campaigns, account setup and the Linktree page.

Marketing Consultant | ARTEM

Department setup in December 2023 and brand review in June 2024

Helped assign channel, content and design responsibilities. Reviewed the brand stylescape and advised the team on its visual direction.

Business Partner | Media Reins

October to December 2023

The platform served social media teams in the Middle East with shared scheduling, content preparation and audience management.

Digital Marketing Intern | The Future

September 2023

Planned awareness and consideration campaigns, monitored ads and prepared performance reports.

Head of Marketing and Board Consultant | Start Art Team

Successive leadership roles from April to November 2023, then team membership from December 2023

Led social media and marketing, advised the board, then headed marketing. For a theatre campaign, retargeted viewers of the awareness video with a link to the performance venue.

Deputy Executive Director | Abahee Real Estate

Tenure dates unconfirmed

Designed two bilingual For Sale signs.

Production Assistant | Film and Public Awareness Projects

Handled logistics and purchases for the Asir Emirate’s Fatabyano shoot in December 2023. For the short film HATF in May 2024, stored props, purchased supplies and supported crew catering.

Volunteer Communications and Student Activities

Volunteered in publicity at Shukr Association in March and April 2023. Wrote news and designed materials for King Khalid University's Nazaha student club in September and October 2022.

Languages

Arabic working language. English at B2 level, with a British Council EnglishScore of 465 on 4 July 2026.

Selected Projects

Nectar Network | Personal Project

31 October 2024 to 31 October 2026

Developed a project connecting entrepreneurs with independent specialists and matching service needs with relevant work examples.

Asir Region Filmmakers Union | Co-founder

Founding began in September 2025

Co-founded the initiative, developed its business model and identity, and wrote a community guide to film production stages and crew roles.

QIRSH | Business Development and Product Direction

October 2026

Defined payment and receipt journeys and operating requirements for an Arabic Android wallet prototype.

Education

Master in Management, Prince Mohammed Bin Salman College of Business and Entrepreneurship (MBSC) | In progress since September 2026.

Bachelor’s degree in Marketing and E-commerce, College of Business, King Khalid University | Awarded 21 June 2026 with First Class Honors (Excellent). GPA 4.76/5.

Secondary education, Abha | Quran memorization track. Graduated with first-degree honors in the 2020–2021 school year.

Certificates and Training

Forward, McKinsey.org | Programme completed, 29 June 2026.

Fundamentals of Digital Marketing, Google Digital Garage | Course and final assessment completed, July 2022.

Production Field Training, MBC Academy | Completed 36 days, July and August 2025.

Introduction to Modern AI, Cisco | Course completed, March 2025.

Youth Voice, Misk Foundation | Completed the communication and persuasion stage and the dialogue stage, August 2021.

Marketing Communication, Les Roches | Two-day programme completed.

Marketing for Startups, Doroob | Course completed, February 2023.

CAPM exam preparation, LEORON Institute | Completed 64 PDUs, June–August 2024.

CDMP exam preparation, Morgan International | Completed 48 training hours, confirmed by King Khalid University, June–August 2025.

Your Personality Is a Brand, Doroob | Course completed, January 2023.

Creative Content for Tourism Marketing, AstroLabs and the Tourism Development Fund | Workshop attended 26 July 2023. Certificate issued 2 August 2023.

Basamh Community Service Program (Mutqen) workshops | Khattit — Personal Planning (October 2022), Dal — Self-understanding and Behavioral Styles (January 2023), and Wazen — Life Balance and Planning (February 2023).

From Heritage to Creativity, King Khalid University Entrepreneurship and Innovation Club | Certificate of appreciation for coordinating registration, attendance and invitations, October 2024.