

Dalia Hassan Jablawi

Personal Details

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Nationality Saudi Arabia
Based Jeddah - Saudi Arabia:
Languages English / Arabic

Domain of Expertise:

- Retail Food/Fashion/Home – offline and online
- Health Sector
- Marketing & Media Agency
- Digital Personal Branding
- Corporate Communication
- E-commerce and marketplace

Professional Summary:

Strategic digital marketing leader with 15+ years of experience driving growth and digital transformation across startups, retail, healthcare, e-commerce, and media sectors. Proven track record in building and leading high-performing teams, developing data-driven strategies, and delivering measurable results across all digital channels. Adept at launching digital functions from the ground up, scaling platforms, and aligning creative execution with customer insights. Known for bridging strategic vision with hands-on execution, and for fostering collaborative, ROI-focused marketing culture

Areas of Expertise:

- Marketing Strategy
- SEO & SEM Management
- Social Media Marketing
- Digital Marketing Setup
- Creative Designs Program & Project Management
- Marketing campaign design and execution
- Dynamic and effective communication
- Website Content Management
- Marketing digital Analysis & research
- CX & UI

Career highlights

- Instigated, Led and managed the campaign to re-engage digital with both Danube and BinDawood brands
- Developed Digital strategy for 3rd national retail player aiming to evolve digital to highest level
- Initiated & managed content strategy to increase brand awareness, and Customer engagement • Initiated and Led the partnership with Twitter, Google, Snapchat and TikTok for BinDawood holding.
- Lead the implementation of the Digital campaign to Increase footfall and customer count
- Managed budget of 6M For both brands and allocate from platform to another based on Campaign insights
- Led & Managed Click toys Campaign through TikTok to reach 29M impressions.
- Creating platform from scratch for Ecommerce and marketplace
- BRD marketing requirement create and track the deliverables.
- Localized the solution from international and Chinese practice to Local best practice.

Work Experience

Mshwarfood Saudi Arabia

Marketing & Creative Director May 2025 – present I am responsible for developing and implementing our overall creative vision and strategy for marketing campaigns and brand initiatives. My role involves leading and mentoring a talented team of copywriters, designers, and other creatives, fostering a collaborative and productive environment.

I focus on generating innovative ideas for marketing campaigns and advertisements while ensuring all creative work adheres to our brand guidelines, maintaining a consistent identity across all channels. I oversee the entire creative process, managing timelines, budgets, and resources from concept to execution.

Collaboration is key in my role, as I work closely with clients, stakeholders, and various departments to understand their needs and ensure our creative solutions align with their objectives. I also provide feedback to my team, conduct performance evaluations, and identify opportunities for improvement.

Staying informed about the latest creative trends, technologies, and best practices helps ensure our brand remains relevant and competitive. I leverage my strong understanding of design principles, storytelling, and visual communication to develop and execute marketing strategies that align with our business goals.

With extensive experience in marketing and advertising, I am committed to guiding the creative direction of Mshwarfood, ensuring our output is impactful, relevant, and aligned with our objectives.

Zode.sa Saudi Arabia

Head of Digital marketing 17 May 2024 – 2025 a core member of the founding team (employee #8), I played a pivotal role in launching a new platform from the ground up. I ideated and developed the brand strategy from scratch, establishing a strong market presence. My responsibilities included conducting technical analysis on key BRDs that shaped the platform's architecture. I also led UI/UX overhauls and made critical decisions regarding the CMS during the early software development stages. Additionally, I facilitated UAT to ensure a refined and localized product, ultimately enhancing the user experience. Furthermore, I planned and designed the comprehensive digital strategy for ZODE's grand launch and ongoing marketing initiatives.

Key Achievements

- ZODE's grand launch campaign digital and outdoor
- 60K App installation on IOS, Android and Huawei
- 200M impressions
- +200K Website visits
- Achieved Followers' growth 25%
- 1M page views

Senior Digital marketing Manager 17 May 2023 – May 2024

Building Digital Marketing Strategy for Zode.sa create the digital marketing structure for E-commerce. Create full UI system with up-to-date functionality. Build 5 years strategy of digital marketing in order to get the required income to service the business goal

Key Achievements

- Website Published
- App listed on IOS, Android and huawei
- Brand created.

BinDawood Holding, Saudi Arabia Digital Marketing Director- (Acting); May 2021 to July 2022

Building Digital Marketing Strategy for Bindawood and Danube supermarkets. Break down the digital campaign data insights in order to optimize running campaign. Develop Data matrices to track the campaign objective. Improve the tracking ways to get Actual ROMI. Enhance content Marketing. Social media platforms. Measuring the response rate and follow up with another dep for urgent customer complaints. Lead the creative team to understand the customer insights to create interesting content. Inform the related department on the competitive performance from digital competitive insights tool to in the competition. Control and allocate the digital spend based on objective & performance. Finalize digital ad centres agreements and partnerships. Assure copyright verifications all digital account under Bindawood-holding umbrella. Established Digital brand ID guidelines for Bindawood and Danube.

Key Achievements

- 8 Digital platforms Management
- Enhanced digital reach UP to 27.3M
- Managed 40% Budget Saving
- Achieved Followers' growth 30%
- Achieved Impression rate 54.96M
- Increase GMB by 157% for Danube & 123% for Bindawood
- New followers ration 93%
- Led & managed weekly digital the following outcome with growth 166%
1.7 billion impressions

10 million sessions
13.3 million page views
5.1 million users

Saudi German Health, Saudi Arabia

Digital Marketing Manager; Feb 2020 to May 2021

Digital Marketing Manager, implementing, and managing digital marketing campaigns that promote a company and products and play a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring customers on A group level

Key Achievements

- Increased Reach By %76
- App installation 98K
- Leads generations 199.474
- Website Visits 6M
- ROMI 2129%
- Engagement 3M

Tamkeen Stores, Saudi Arabia

Digital Marketing & call center Manager; Oct, 2018 to Feb 2021

Developing, implementing, and managing digital marketing campaigns that promote a company and products and play a major role in enhancing brand awareness within the digital space as well as driving website traffic and acquiring customers. **Key Achievements**

- Increased Reach By 100%
- Managed up to 7 Digital platforms
- Uplift digital accounts by 200%
- Handled Customers 10 electronics brand

Brand Details, Saudi Arabia

Senior Account Executive- Digital; Jan 2017 to Dec 2018

Responsible for developing and implementing marketing strategies for a business's social media sites. This might include blogging, creating social media profiles, managing regular posts and responding to followers.” **Key Achievements**

- Managed Digital platforms for 14 Clints
- Uplift digital accounts (content, followers, engagement • Handled Customers 14

EDDY - Home & Electronics, Saudi Arabia

Social Media Specialist; Oct 2013 to Dec 2016

Responsible for developing and implementing marketing strategies for a business's social media sites. This might include blogging, creating social media profiles, managing regular posts and responding to followers.”

Key Achievements: Increased Reach By %35 ↑ 57 Posts weekly ↓ Response rate 90% Managed 4 Digital platforms

easy2eat online ordering, Saudi Arabia

Social Media Specialist; Jan 2011 to Oct 2013

Build and execute social media strategy through competitive research, platform determination, benchmark, messaging and audience identification Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action Create editorial calendars and syndication schedules Collaborate with other departments (customer relations, sales etc) to manage reputation, identify key players, & coordinate action

Education & Training

- Associate's degree, Business, Management, Marketing, and Related Support; 2013 - 2016, Nescot Jeddah Female College of Excellence.

Other training courses completed include: (20 Rules for Visual Communication) (Advanced SEO: Developing an SEO-Friendly Website Advanced) (Advertising on Facebook: Advanced) (Plan to Building an Integrated Online Marketing Plan) (Communicating Across Cultures) (Finding Your Idea Hook) (Google Analytics 4 (GA4) Essential Training) (Google Analytics: Spam Proofing) (Marketing Analytics: Presenting Digital Marketing Data) (Digital Marketing Tools: Digital Marketing Tools and Services) (Marketing on LinkedIn) (Social Media Marketing: Strategy and Optimization) (Strategic Thinking)