

RANIA JAMAL

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EXPERIENCE

Independent Consultant | Jeddah (Remote), KSA

Jan. 2026 - Present

Working independently on startup and SME based projects in various sectors.

- Supporting early-stage development of an EdTech startup, shaping growth strategy and content architecture for an educational app.
- Developing product launch and go-to-market strategies, translating insights into clear positioning and execution plans.
- Conducting market and user research to inform product positioning and early-stage growth strategy for a mid-sized F&B company.

Petromin Corporation – Performance Marketing Associate

Jeddah, KSA

Subsidiary of Al-Dabbagh Group, the largest privately owned quick-service network globally.

Jul. 2025 – Dec. 2025

- Drove paid acquisition across Meta and Google, optimizing cost per acquisition through structured testing on creative, audience, and offer mechanics. Reduced CPM by 88% and improved CTR by 15% YoY
- Built real-time leadership dashboards, reducing reporting time by 40% and enabling faster decision-making across business units.
- Led multi-agency execution for Saudi National Day, delivering SAR 18M in sales and 3M+ reach.
- Led in-house AI initiatives, including model training, data curation, and human-in-the-loop evaluation; configured automation workflows and monitored system performance to improve model alignment and drive continuous quality optimization

First.AI (Turing Talent) - Growth Analyst

London (Remote), UK

Leading UK ML/AI talent accelerator known for proprietary programs and high-growth tech partnerships.

May. 2022 – Oct. 2022

- Mapped decision-makers in 50+ global tech firms through structured account mapping and stakeholder analysis, driving an 18% increase in client acquisition.
- Optimized digital and outreach assets through A/B testing, improving CTR by 21.5% and ad performance by 15%.
- Refined strategic direction for AI-driven talent initiatives by creating and executing a targeted social media campaign and presenting recommendations to the CEO.

Wallan Trading — Social Media Intern

Riyadh, KSA

Subsidiary of Al-Dabbagh Group, leading Saudi automotive distributor and mobility player.

Dec. 2024 – Jan. 2025

- Conducted campaign diagnostics to inform content cadence and channel strategy, resulting in a 40% increase in paid media CTR.
- Drove a 7% uplift in overall engagement within 30 days through improved content planning and cross-functional coordination.
- Strengthened end-to-end creative strategy and execution, delivering a 43% uplift in priority content performance.

Amson Pharma — Marketing Intern

Islamabad (Remote), PK

Emerging-market pharmaceutical manufacturer with full value-chain operations.

Jul. 2024 – Nov. 2024

- Drove a 23% increase in customer engagement through consumer insights analysis from 500+ stakeholder interactions.
- Increased website traffic by 15% QoQ through SEO and traffic strategy.

PRO-BONO & ACADEMIC PROJECTS

Red Bull (Consumer Satisfaction Study) - Conducted multivariate analysis on consumer behavior and brand perception, informing product strategy with a projected 15% uplift in repeat purchases.

De Beers: Are Diamonds Forever? - Led qualitative research across 30+ participants through interviews and focus groups to assess perceptions of diamond longevity, generating actionable insights that strengthened premium value positioning.

WellNest (AI Mental Wellness Companion) - Developed product roadmap and go-to-market strategy, placing 3rd among 20+ teams in the university's inaugural Innovation Hub cohort.

EDUCATION

Istanbul Bilgi University

Istanbul, TR

B.A. in Marketing (Major) & International Trade & Business (Minor)

Sep. 2020 - Jul. 2024

- **Honors:** 15% Tuition Merit Scholarship for Academic Distinction, Honors graduate, ranking 4th of 256 students (Top 2%).
- **Clubs:** Operations VP – Bilgi Worldwide Club, Audit Board Member - IBU Model United Nations Club, FasTalk Student Ambassador - Student Experience IST.

PERSONAL

- **Languages:** English (Fluent), Urdu (Fluent), Arabic (Conversational), Turkish (Basic).
- **Technical Skills:** Excel (Macros, etc.), Paid Channels: Meta, Google Ads, TikTok Ads, Conversational AI Training, PowerPoint, Tableau, PowerBI, SPSS, Google Data Studio.
- **Certifications:** BCG Forage Strategy Consulting Job Simulation - completed end-to-end case analyses, including market sizing, financial modeling, and client-ready recommendations.