

# Majed Abdulrahman Jan

## Marketing Director

Address: Jeddah, Saudi Arabia

Tel: +966 50 463 2057

Email: majed.jan@gmail.com | www.majedjan.com

LinkedIn: linkedin.com/in/majedjan

Saudi

## PROFESSIONAL SUMMARY

Marketing Director with 23+ years of experience leading brand transformation, commercial strategy, and revenue growth. Proven track record in launching brands, building high-performing teams, and driving measurable business outcomes through data-driven strategies and digital transformation.

Expert in go-to-market strategy, customer experience optimization, AI-driven marketing analytics, and commercial growth. Experienced in leading multi-functional teams, managing external agencies and stakeholders, and aligning marketing operations with enterprise business objectives.

## CORE SKILLS

- Strategic Marketing and Brand Management
- Go-to-Market Strategy (GTM)
- Revenue Growth and Commercial Strategy
- Executive Leadership and Team Development
- Agency and Vendor Management
- Digital Transformation and Customer Experience
- AI-Driven Marketing and Data Analytics
- Omnichannel Marketing and Campaign Management
- Marketing Automation and CRM Systems
- Performance Metrics, KPIs, and ROI Optimization
- Stakeholder Management and Cross-Functional Leadership
- Market Research and Business Intelligence

## PROFESSIONAL EXPERIENCE

### Group Marketing Director

#### Khaled Juffali Company – Jeddah, Saudi Arabia

Jan 2026 – Present

- Lead integrated marketing initiatives across multiple business units, aligning brand growth strategies with commercial objectives and customer engagement goals
- Deliver KPI-based reporting and performance insights to support executive decision-making across multiple business units
- Analyze market data and customer behavior to optimize campaign performance and improve marketing ROI
- Collaborate closely with sales and operational leadership to align marketing execution with business priorities
- Develop regional marketing strategies based on market intelligence and competitive analysis
- Implement real-time performance dashboards to improve visibility and strategic planning
- Manage marketing budgets, agency relationships, vendor contracts, and performance reporting systems
- Support organizational alignment and collaboration across marketing functions within the group

### Marketing Director

#### Moventia – Northwest Bus – Jeddah, Saudi Arabia

May 2023 – Dec 2025

- Led the successful launch of Northwest Bus in Saudi Arabia, overseeing brand creation, market positioning, and commercial strategy
- Built and led Marketing and Commercial divisions, managing a team of 16 professionals across marketing, customer engagement, and commercial operations
- Directed leadership-scale initiatives involving agency management, stakeholder coordination, and cross-functional execution
- Developed and executed integrated go-to-market strategies across digital, social media, partnerships, and offline channels
- Introduced AI-based marketing intelligence tools to improve campaign optimization and demand forecasting
- Increased annual revenue by 16% through targeted campaigns and pricing strategy initiatives
- Expanded passenger base to over 2.7 million customers within three years
- Improved online booking performance, increasing digital sales by more than 25%
- Reduced customer complaint rates by 25% and improved customer response times from 24 hours to under 6 hours
- Reduced operational and marketing costs by 20% through media optimization and vendor negotiations
- Expanded partner points of sale by 30%, strengthening regional market presence
- Established CRM workflows, customer communication strategies, and service quality protocols
- Led agency coordination and managed external creative, media, and production partners
- Directed development of digital assets including website, branded fleet visuals, and customer-facing materials
- Strengthened strategic partnerships with airports, municipalities, agencies, and commercial stakeholders

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## Commercial and Marketing Director | Acting Administrative Director

### Horizons Aviation Services – Jeddah, Saudi Arabia

May 2011 – Apr 2023

- Directed commercial operations, marketing strategy, and sales initiatives to support sustained business growth
- Increased annual revenue by 25% through business expansion and new commercial projects
- Developed B2B and B2C marketing strategies based on market analysis and customer segmentation
- Managed integrated marketing campaigns across digital and traditional channels
- Negotiated strategic agreements with international suppliers and partners to improve commercial efficiency
- Increased brand engagement by 20% through successful repositioning and integrated communications initiatives
- Oversaw Finance, HR, and IT functions to improve operational alignment and reporting efficiency
- Supported organizational setup, business development, and new service launches
- Established internal policies, reporting structures, and performance management systems

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## EARLIER CAREER

- **Shipping Controller – Cristal Global (Aug 2010 – Apr 2011)**
- **Commercial Affairs Specialist – MAZ Aviation Consultants (Feb 2009 – Mar 2010)**
- **Charter Services Manager – National Air Service (Jul 2007 – Jan 2009)**
- **Charter Services Coordinator – National Air Service (May 2004 – Jun 2007)**
- **Accountant – National Air Service (Jun 2002 – Apr 2004)**
- **Accounting Trainee – Toyota (Feb 2002 – May 2002)**

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## KEY ACHIEVEMENTS

- Successfully launched and positioned Northwest Bus as a leading intercity transportation brand in Saudi Arabia
- Grew customer base to over 2.7 million passengers while improving digital booking conversion rates by 25%+
- Delivered annual revenue growth of up to 25% through strategic marketing and commercial initiatives
- Reduced marketing and operational costs by 20% through optimization and vendor management strategies
- Built scalable marketing and commercial operations aligned with long-term business growth objectives

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## EDUCATION

- **Master of Business Administration (MBA)** – Midocean University
- **Bachelor of Business Administration (Marketing)** – King Abdulaziz University
- **Diploma in Commercial Accounting** – Institute of Public Administration

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## CERTIFICATIONS

- **Hospitality Experience Program**, Glion London (2022)
- **Primavera P6 Project Planning** – Primavera Jeddah
- **Family Assistance After Crisis Program**, NetJets
- **Aircraft Accident Response**, Saudi Arabian Airlines
- **Crew Resource Management (CRM)**, Saudi Arabian Airlines
- **Fundamentals of Finance**, Meirc Training & Consulting

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## TECHNICAL SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Google Analytics and Campaign Performance Reporting
- Meta Ads Manager and Digital Campaign Optimization
- Campaign Reporting and Business Intelligence Tools
- CRM Systems and Marketing Automation Platforms
- KPI Dashboards and Performance Analytics
- AI Marketing and Analytics Tools

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## PROFESSIONAL AFFILIATION

- **Former Member – Saudi Arabian Quality Council**
- **MEBA, Dubai Airshow, EBACE – Regular Attendee**
- **Arabian Travel Market and Jeddah Economic Forum Participant**

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## LANGUAGES

- **Arabic:** (Native)
- **English:** (Professional Proficiency)

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## REFERENCES

Available upon request.