

# Ibrahim Alluhedan

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## Summary

A designing and marketing expert with **over 6 years** of experience blending creativity with strategic marketing insights. Holding a bachelor's degree in graphics and a diploma in Marketing. Excels, delivering compelling visual content that drives engagement. Expertise includes managing marketing campaigns, social media, event planning, and creating impactful designs for various platforms. Proficient in Adobe Creative Suite and has led successful projects for FMTECH and the Health Sector Transformation Program, consistently delivering innovative marketing and design solutions.

## Education

2019

**Bachelor's degree, Graphics and Multimedia (4.81/5)**

Al-Imam Muhammad Ibn Saud Islamic University

2021

**Diploma Degree, Marketing (4.87/5)**

Al-Imam Muhammad Ibn Saud Islamic University

## Experience

### FMTECH - One of The PIF companies

#### Communication Lead

04/2024 – Present

- Planning and implementation of company events.
- Managing the social media accounts.
- Preparation of a media plan.

- Lead and develop design deliverables.
- Follow up on the messages received by email (Info, Communication).
- Manage department budget and resource allocation.

#### Graphic Design Senior Specialist

04/2023 – 04/2024

- Develop the template for the PowerPoint presentations.
- Design internal announcements & social media.

- Working with the PIF for the company launch.
- Design a PowerPoint presentation for the board and committees.

### Health Sector Transformation Program - Vision 2030

#### Graphic Design Specialist

07/2022 – 03/2023

- Prepare the PowerPoint presentations.
- Design internal announcements.

- Assist in designing quarterly and annual reports.
- Filming and producing internal videos.

### Al-Imam Muhammad Ibn Saud Islamic University – Contract (Part-time)

Academic year 2021-2022

#### Lecturer

- Teaching students the principles of visual language, and instructing them in Adobe Photoshop and Adobe InDesign over two semesters.

### Ministerial Committee of Traffic Safety - CEDA

#### Graphic Design

06/2019 – 07/2022

- Develop the template for the PowerPoint presentations.
- Design internal announcements & social media.

- Planning for the monthly Excellencies meetings.
- Lead, development, and design the annual report.

## Awards & Achievements

[Won Third Place in Tabadul Co. Hackathon](#): Sad'dr Team:- Presenting an innovative idea to address the challenge of exporting products abroad

[Participating in the United Nations competition](#): Wa'i Team:- Through a video to global awareness about children's right to education)

[Participating in "HELALTHON"](#): Rouh Team (Participating in an innovative project to address first aid issues.

[Participating in "Innovate in Health Hackathon"](#): Tahseen Team:- Our idea focuses on child immunization; we are among the top five of the 20 teams that participated in the demonstration and evaluation presented to the Minister of Health and various CEOs in the health sector.

## Certification

- Certified KPI Professional
- Adobe Certified Professional in Illustrator
- Adobe Certified Professional in Visual Design
- Adobe Certified Professional in Photoshop

## Skills

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- Microsoft PowerPoint, Excel, word
- Arabic (Native) / English (Professional)