

# NAWAF ALRUMAIHI

[nawafalrumaihi@gmail.com](mailto:nawafalrumaihi@gmail.com) | +97335449693 | <https://bh.linkedin.com/in/nawaf-alrumaihi-619812132> | Bahraini National

---

## WORK EXPERIENCE

---

**RUMCO Group W.L.L** | Marketing & Project Manager **Dec 2022 – Present**

- **Increased annual revenue by 5% and profit by 3%** by executing data-driven digital ad campaigns, rebranding product lines in collaboration with a marketing agency, and forming strategic partnerships with delivery platforms (Talabat, Jahez) to expand market access and customer retention.
- **Led social media strategy across Instagram and Meta**, growing follower base and engagement through targeted advertising and content design aligned with brand objectives.
- **Developed real-time dashboards using Power BI and Python**, leveraging **Python Libraries such as Pandas** for descriptive data analysis and **ARIMAX models** for predictive forecasting to optimize marketing spend and inform executive decision-making.
- **Managed full-cycle launch of two Bait Al Donut branches**, coordinating cross-functional teams and enhancing in-store customer experience through layout design, product positioning, and operational alignment with the updated brand identity.

**Bahrain Institute for Pearls & Gemstones (DANAT)** | Research Intern **Oct 2022 – Dec 2022**

- **Analyzed a decade (2012 – 2022) of oyster population data** using R and SPSS to generate ecological insights that guided national marine conservation policies.
- **Conducted ecological fieldwork and morphometric studies** on native oyster species to assess biodiversity and monitor population health in Bahrain's coastal waters.
- **Developed a 600 km<sup>2</sup> marine bathymetric map using QGIS**, integrating NASA and NOAA satellite data to identify key oyster habitats and support strategic conservation planning.

**Apple Inc. Canada** | Sales Specialist **Nov 2018 – Aug 2019**

- **Drove a 20% increase in AppleCare+ sales** by applying in-depth product knowledge and consultative selling techniques to address customer needs.
- **Resolved technical and software issues in-store**, reducing Genius Bar wait times and improving overall customer satisfaction through proactive support and hands-on troubleshooting.

---

## EDUCATION

---

**University of British Columbia** **Sep 2020 – May 2022**

*Bachelor of Arts in Environmental Geography & Sustainability*

- **Analyzed deforestation, emissions, and population-environment correlations** in British Columbia using ArcGIS and statistical methods for final year research.
- **Conducted flood risk analysis, geomorphological surveys, and paleoclimatic field studies** to assess environmental change and terrain evolution.
- **Completed a literature review on sustainability and climate change** across Canada and the MENA region, connecting academic research to global policy relevance.

**Langara College** **Sep 2016 – May 2020**

*Associate Degree in Arts & Sciences*

---

## CERTIFICATIONS

---

Udemy Certifications in Python Masterclass & Species Distribution Modeling in R