



Amna AlBanki

Contact

+973 38803990

albankiamna@gmail.com

Bahrain

Skills

- Leadership & Team Management
- Brand Development
- Strategic Planning & Execution
- Customer Relationship Management
- Cross-Functional Coordination

Education

Bachelor of Web Media 2010 - 2015
Bahrain Polytechnic

High School Diploma (American) 2008-2010
Modern Knowledge Schools

High School Diploma (IGCSE) 2001-2008
AlNoor International School

Profile

Marketing Executive with 7+ years of experience supporting business growth through strategic planning, brand development, and cross-functional coordination. Experienced in managing teams, overseeing marketing initiatives, and ensuring smooth execution across departments. Strong communicator with a structured approach to problem-solving and decision-making.

Work Experience

Marketing Executive

2024 – Present

Sultan Center Bahrain

- Lead and manage the full loyalty program project “Kanzee”, including planning, execution and performance tracking.
- Oversee campaign structures and coordinate with IT, Commercial, and Operations to ensure seamless functionality.
- Manage in-store activations to increase customer engagement, sales and loyalty program registrations.
- Attended regional training at the Kuwait head office to align Bahrain’s marketing execution and brand implementation with group-level standards.
- Plan, execute and monitor the full monthly marketing calendar across all branches, ensuring promotions, deals and activations are delivered on time.
- Maintain brand consistency across all marketing and in-store platforms in accordance with corporate standards.
- Monitor competitor activity and market trends to support strategic planning, campaign positioning and business decisions.
- Supervise and coordinate the marketing team, ensuring tasks, deadlines and deliverables are met efficiently.
- Oversee creation and execution of marketing materials including flyers, in-store visuals and digital assets.
- Collaborate with influencers, media agencies and external partners to deliver campaigns and events.
- Prepare detailed performance reports and present insights in management and corporate review meetings.

Brand Manager

2022 - 2023

GNJ Group

- Implementing the brand guidelines making sure they are followed and adapted appropriately.
- Planning and execution of all communications and media actions on all channels, including online and social media.
- Developing and implementing marketing plans supporting the overall brand strategy including media, creative campaigns and PR.
- Assisting with product development, new product launches as well as developing new business opportunities.
- Creating and managing promotional collateral to establish and maintain product branding. Managing marketing budgets and monitor spend on a monthly basis.
- Analyzing business impact and effectiveness of marketing campaigns and activity.
- Competitor and target customer insights analysis.
- Selecting, managing and maintaining good working relationships with third party suppliers such as media agencies, PR agencies, creative agencies and printers as necessary.

Certificates

Professional Diploma in Digital Marketing

2017

AlNoor International School

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Bahrain

Languages

- Arabic
- English

Digital Marketing Specialist

2021 – 2022

GNJ Group

- Managed multiple brand social media accounts.
- Developing digital media strategies with business goals.
- Built brand presence and awareness through targeted content and visual campaigns.
- Created and coordinated visual concepts and promotional materials with the design team.
- Monitored Instagram and Google Ads performance and optimized campaigns accordingly.
- Tracked KPIs and supported sales growth through digital marketing initiatives.
- Enhanced customer engagement through strategic content and online marketing efforts.

Graphic Designer

2020 – 2021

GNJ Group

- Crafting engaging visual content tailored for diverse social media platforms to maximize audience engagement and brand visibility.
- Designing versatile branding templates to ensure consistency and coherence across all marketing materials and platforms.
- Developing and implementing branding strategies for product packaging to enhance product visibility.

Multimedia Specialist

2018 – 2019

Shura Council

- Creating dynamic animated content for various projects as well as editing video footage.
- Designing website pages with implementation of effective layout and navigation elements.
- Assisting in operating cameras during council sessions. and Arabic voice over recording of session summary.

Creative Designer

2018

WNN

- Creating design concepts and assist with prototype development.
- Presenting concept visualizations through sketches and designs.
- Create visual aspects of marketing materials and other media.
- Ensure consistency of brand identity.
- Overseeing design changes and improvements.

Graphic Designer

2016 – 2017

4spots

- Customizing social media content to align with client specifications, maintaining brand consistency and meeting marketing objectives.
- Developing branding identities across social media channels.
- Designing visual content for multiple social media platforms.

IT Trainee

2015– 2016

Bapco

- Resolving IT system and software issues through effective troubleshooting and clear communication with coworkers.
- SharePoint software training.
- Supporting the day-to-day operations of the computer network.
- Assisting with network administration tasks.