

Thana Ahmed Azizi

Summary of Qualifications

- Master's degree in Marketing with extensive in-house trainings.
- More than 10 years of teaching experience in Marketing and Business Administration.
- Excellent writing and interpersonal skills.
- Good computer skills: MS Office (Word, Excel, Outlook, PowerPoint, Access), SPSS (Software of statistics data treatment) and Lisrel.
- Languages: Fluent in Arabic, English, French, Spanish, and Italian.

Personal Information

KFUPM- Dhahran- Saudi Arabia

Email| thazizi@iau.edu.sa

azthana@gmail.com

Telephone| 0582929767

Nationality: Tunisian/ Canadian

Language skills:

Fluent: Arabic, English, French, Spanish and Italian.

September 2001- April 2002: Received 1st and 2nd level certificate in Spanish. Instituto cervantes.

Education:

December 2002- Master's degree in Marketing – Thesis title: Relationship Marketing and Loyalty, University of Economics and Management of Tunis, Tunisia.

June-1999- Bachelor degree in Marketing, University of Economics and Management of Tunis- Thesis: Communication through Internet – Case of Tunisian companies.

June 1997- Diploma in primary cycle in Quantitative Methods (Mathematics and statistics applied to economics and management) University of Economics and Management of Tunis.

Professional Experience:

September 2014-Now: Lecturer Marketing Department – College of Applied Studies and Community Service- Imam Abdulrahman Bin Faisal University, KSA.

- Courses taught: principles of marketing, retail management, marketing channels, pricing strategies, IMC strategies, advertisement management, senior project, strategic marketing, international marketing, consumer behavior, marketing research, direct marketing, sales management, field training, special topics in marketing, marketing of financial services, management skills, principles of management, and international management.

April 2007- September 2007: marketing agent- Academie de Formation Linguistique (AFL), Ottawa, Canada.

- Teach private French courses to government employees.
- Elaborate marketing strategies for the academy.

March 2004- June 2005, Direct Associate- ING DIRECT BANK, Ottawa, Canada.

- Efficiently advised clients about financial products and various aspects of banking.
- Successfully managed customers' complaints.
- Sold and promoted ING Direct banking products.

2002- 2004, Market Research and Media Manager – Unilever, Tunis, Tunisia.

- Successfully managed all aspects of media operations for many Unilever products.
- Managed communication campaigns to better fit the annual objectives.
- Media planning
- Strategic advice: helped in designing (developing marketing materials) and conducting advertising campaigns both above and below the line.
- Recommended annual advertising and promotion activities that led to a better optimization of the marketing budget.
- Maintained continuous relationship between Brand Managers and consumers.
- Acted as primary liaison between media and market research agencies to built better communications between all partners.

- Successfully designed, conducted, and managed market research surveys (both quantitative and qualitative) to help make strategic and tactical brand decisions.
- Internal communication: communicated through reports and summaries all research results to appropriate audiences (brand managers and management board of directors) to maintain better understanding and monitoring of the market.
- Provide advice and feedback on the effectiveness of ad campaigns and promotional strategies.
- Ambassador to Unilever: promoting Unilever in public and academic environment, helping recruiting new employees.

2000 - 2001, Administration – IBERIA (Spanish National Airline Company), Tunis, Tunisia.

- Prepared, maintained, and updated databases.
- Recruited and maintained high level of active membership of passengers' loyalty program to increase patronage.
- Planning and implementing electronic communications with loyalty program clients.
- Implemented and managed travel agencies loyalty program to help increasing sales.
- Managed Sales administration
- Assisted the implementation of the annual strategic marketing plan.
- Managed client's complaints and answered client's request.

August 1999– October 1999, Assistant Brand Manager - Communication Agency, Tunis, Tunisia.

- Assisted the implementation of strategic recommendations for food and HPC brands.
- Managed operational aspects of the brands marketing plans.

Academic Research:

- Laith T. Khrais, Thana A. Azizi, (2020). Analyzing Consumer Attitude Toward Mobile Payment Technology and Its Role in Booming the E-Commerce Business, Talent Development & Excellence, Vol. 12 No. 3s.
- WH El-garaihy, UA Badawi, NF Moawad, TA Azizi, (2020). Investigating Firm Performance Outcomes Under Interorganizational, Firm level, and Environmental

Factors that Motivate Supply Chain Integration, International Journal of Innovation, Creativity and Change 14 (12).

- Laith T. Khrais, Thana A. Azizi, (2021). How Covid-19 Affected Entrepreneurship Prosperity Process In The Digital Economy: A Case Study Of Middle East, International Journal of Entrepreneurship 25, special issue 3.

Committee membership:

#	Committee	Place and Date	Contribution
1	Programs Development Committee	College of applied studies and community services- Imam Abdulrahman Bin Faisal University- 2020-2022	Member
2	Quality and Academic Accreditation Committee	College of applied studies and community services- Imam Abdulrahman Bin Faisal University- 2018-2021	Member
3	Risk Management Committee	College of applied studies and community services- Imam Abdulrahman Bin Faisal University- 2018-2021	Head of committee
4	KPI (Key Performance Indicators) committee	College of applied studies and community services- Imam Abdulrahman Bin Faisal University- 2018-2019	Head of committee
5	Strategic planning	College of applied studies and community services- Imam Abdulrahman Bin Faisal University- 2018-2019	Leading member
6	Self- Study Report (SSR)	College of applied studies and community services- Imam Abdulrahman Bin Faisal University- 2018-2019	Member

Workshop/ Courses offered

#	Workshop/courses	Place	Date
1	Entrepreneurship course	College of applied studies and community services- Imam Abdulrahman Bin Faisal University	2016 2017 2018

2	Excellence in Customer Service Course	College of applied studies and community services- Imam Abdulrahman Bin Faisal University	2016 2017
3	Sales and marketing skills workshop	College of applied studies and community services- Imam Abdulrahman Bin Faisal University	2016 2017 2018

Latest Workshop/ Courses attended

- **Alternative assessment methods and tools**, 2022- Imam Abdulrahman Bin Faisal University
- **Training Session Electronic exams in Blackboard**, 2021- Imam Abdulrahman Bin Faisal University
- **Workshop Online Marketing Basics**, 2021- Google Maharat
- **Workshop Search Strategies**, 2021- Imam Abdulrahman Bin Faisal University
- **Workshop Criteria for identifying innovative ideas and projects**, 2021- Imam Abdulrahman Bin Faisal University
- **Workshop Promoting student participation through motivational design**, 2021- Imam Abdulrahman Bin Faisal University
- **Training session: “How do you get acceptance from editors-in-chief of famous journals”**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Effective Formative Assessment in the 21cen Classroom**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Development through Peer Observation Of teaching**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Inquiry strategy in teaching**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop University teaching in light of development requirements, the labor market, and 21st century skills**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Enhance learning with technology**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Effective university teaching in exceptional circumstances**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Boosting Student Engagement and Interaction in the Online Classroom**, 2020- Imam Abdulrahman Bin Faisal University

- **Workshop Creative thinking**, 2020- Imam Abdulrahman Bin Faisal University
- **Workshop Problem Based Learning strategies**, 2019 - Imam Abdulrahman Bin Faisal University

References

Provided upon request.