

Work experience personal statement examples

[Business](#), [Company](#)



I have had a challenging and exciting start to my career, which I believe would set the foundation upon which I will establish a successful career in business, during the coming years. My crowning corporate experience stems from my stint, at the Al Otheim Markets. This is a Riyadh based wholesale and retail outlet, which was established in 1956 as a family business that has since become a listed company, with annual revenues reaching upwards of \$910. 74 million. The company has ventured extensively in whole and consumer markets, with the establishment of multiple ultra-modern stores across the country and the region. The company does as well specialize in the development of human resources in its varied departments, providing opportunities for meriting candidates from across the world to further their careers.

I joined the company's marketing department in June 2011 and for the duration of three months. During this time, I was actively involved in the planning and implementation of multiple retail marketing campaigns, geared at promoting both services, as well as the company's newest and already established products. This has given me a great, practical experience of business to consumer marketing, with the vast majority of Al Otheim Markets' products being sold directly to the final consumers. In addition, I attained hands on experience in the planning, implementation and management of business-to-business marketing campaigns, geared at boosting the image of Al Otheim Markets as a viable business partner. These campaigns have had a helpful effect, both direct and indirect on the company's sales, which are expected to grow by as much as 7% by the close

of this year, despite the limited marketing budget that the department operated on.

I was as well extensively involved in the varied market researches, prior to the launch of the company's newest products and services. Perhaps the proudest of the market research that I participated in involved the introduction of e-commerce, coupled with the upgrade of Al Otheim Markets loyalty card, the Iktissab. The loyalty card taps into the advantages of attracting and keeping the clients loyal to the firm (relational marketing) which has proven immensely beneficial for Al Otheim Markets. The emergence of the internet, coupled with the expansion and popularity of e-commerce, the importance of establishing an e-commerce portal for Al Otheim Markets can never be over-emphasized.

I have experience in (a) writing marketing research proposals (b) conducting marketing research (c) data analysis and presentation skills and knowledge. Further, I have gained experience in relational marketing, management of overall marketing campaigns including the setting of priorities and control of the budgets. With my close involvement in the market research and planned establishment of Al Otheim Markets e-commerce portal, I have gained valuable experience on the potential and the essentials of internet marketing, coupled with the potential and urgency for Al Otheim Markets to establish an online presence, in line with the leading global competitors such as Wal-Mart and Tesco. Away from Al Otheim Markets, I have worked at multiple other businesses on attachments and part time jobs, which accorded me, people skills, hands on business experience and knowledge.