

Waleed Al Methen

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Education

University of Arizona, Eller College of Management

M.S in Marketing

B.S. in Business Administration, Marketing & Entrepreneurship

Tucson, AZ

May 2026

Dec 2024

Summary

Global-minded Marketing and Entrepreneurship graduate passionate about sports, innovation, and community engagement. Experienced in leading startups, delivering impactful marketing campaigns, and driving growth through creativity and teamwork. Fluent in Arabic, French, and English, with proven ability to connect across cultures and inspire through sports and events.

Experience

Chief Marketing Officer – DoRiMe

New Venture Competition Finalist & IExpo Showcase

Tucson, AZ

April 2024

- Pitched startup to judges and investors; advanced to finals among 14 student teams.
- Increased Instagram following by 150% via targeted campaigns.
- Achieved local media coverage, enhancing visibility and credibility.
- Built connections with potential investors and mentors for ongoing growth.

Business Consulting Case Competition – BNAD200

Team Leader / Winner

Tucson, AZ

Nov 2021

- Collaborated with 5 peers to design strategies that increased client sales by 5%.
- Researched consumer trends and presented findings to judges through PowerPoint/Canva.

Entrepreneurship

Founder – Meerkat Media (AI Marketing Agency)

2025–Present

- Created AI-powered agency offering marketing automation and creative campaigns.
- Built brand identity, client outreach strategy, and international partnerships.

Founder – SANSNOM (Streetwear Brand)

2024–Present

- Launched a streetwear brand featuring hoodies and sunglasses.
- Managed design, branding, and promotional campaigns across events and social media.

Skills & Languages

- Languages: Fluent in Arabic, French, English | Conversational Spanish
- Skills: Microsoft Office (Word, Excel, PowerPoint), Social Media Marketing, Public Speaking, AI Platform (MJ, Suno, OpenAI, Deepseek Gemini)