Nadia I. Alshawi

Cultural Heritage & Operations Leader | Sustainable Fashion Entrepreneur

Jeddah, Saudi Arabia +966 54 603 0061 Alshawi.nadia@gmail.com linkedin.com/in/nadia-al-shawi

Professional Summary

Cultural management professional with 11+ years in corporate operations, spanning supply chain, sales, and process transformation across sectors including mining. Academic foundation in Fashion & Textiles (King Abdulaziz University) and traditional arts (Royal Institute of Traditional Arts), with a deep commitment to Saudi Arabia's Intangible Cultural Heritage. Currently building a sustainable, circular fashion venture aligned with Vision 2030. Seeking to bring this cross-sector operational and cultural expertise to the Cultural Management Practitioner program to advance the preservation and sustainable commercialization of national heritage crafts.

Professional Experience

Founder | Sanayef

Jeddah, Saudi Arabia· 2015 - Present

- Modernized traditional textiles and craftsmanship into contemporary, wearable designs.
- Won an iconic Saudi design award recognizing the venture's heritage-inspired collections.
- Built a community championing modernized traditional design and craftsmanship.

Key Account & Sales Team Supervisor | United Mining Industries Co.

Jeddah, Saudi Arabia· May 2018 - January 2022

- Directed and mentored a sales team of 11+ representatives, delivering performance coaching that sustained consistent revenue growth.
- Engineered an integrated internal digital system unifying data archiving, key account management, and sales tracking, boosting process efficiency, data accuracy, and cross-departmental coordination.
- Designed and implemented a customer-centric experience strategy that expanded the company's active client base.

Sales Team Coordinator | United Mining Industries Co.

Jeddah, Saudi Arabia • January 2017 - April 2018

- Managed end-to-end sales operations, developing a sustainable process framework that supported consistent performance across all activities.
- Delivered weekly performance reports to senior management and shareholders, supplying operational insights that informed strategic decision-making.

- Maintained a comprehensive sales activity log reviewed by leadership, enabling proactive issue resolution and continuous process improvement.

Sales Representative | Abdul Latif Jameel, Ltd. Co.

Jeddah, Saudi Arabia· August 2015 - December 2016

- Authored a standardized sales manual for the Tele-Sales team, improving process alignment and enhancing customer satisfaction.
- Built back-office administrative manuals that strengthened client support infrastructure and service consistency.

Sales Associate | First Laboratories Co., Al Amjad Group

Jeddah, Saudi Arabia • April 2014 - May 2015

- Built foundational sales department infrastructure as part of a newly formed team, supporting achievement of founding objectives.
- Introduced a "Product Compliance to Requirements" methodology that verified client orders against specifications prior to delivery.
- Conducted quarterly internal audits of laboratory equipment and materials, reinforcing quality assurance standards.

Additional Training

The Royal Institute of Traditional Arts (Wrth):
Traditional Crafts & Heritage Preservation Training - Traditional Weaving (Sadu) - Heritage Site Management - Qualifying Local Cadres in Inventorying, Documenting, and Digitally Archiving Cultural Heritage - Training Program in the Fundamentals of Artisanal Entrepreneurship

Education

Bachelor's of Science in Fashion & Textiles {2nd Honor}

King Abdulaziz University, Jeddah, Saudi Arabia - Graduated January 2014

Certifications

- Advanced Project Management - Professional Development Centre (PDC)
- Lean Six Sigma Yellow Belt & Green Belt - EXTEXCH
- Planning and Project Management Skills - Ingeus Institution & HRDF
- HRCI-aPHRI Course - University of Business and Technology
- Certified in Customer Service - International GATO
- Intercultural Communication and Cultural Awareness