**Summary of Qualifications**

* Results-driven sales strategist
* Solid track record securing key clients
* Transforms marketing strategy into tactical market plans
* Identifying and exploiting business opportunities with both new and existing customers
* Expertise in advancing successful business and employee development
* Consistently recognized for the ability to meet or exceed organizational goals
* Excellent planning and organization skills to meet deadlines
* Knowledge and experience of Marketing including the preparation and delivering
* of marketing strategies, and the effective management of a marketing budget
* The ability to use statistics and Database management
* Influencing, persuading, coaching and negotiating skills
* Dynamic,energetic,visionary and team-oriented professional
* Excellent interpersonal, written and verbal communication skills
* Ability to prepare and present sales reports to director level
* Ability to create HR communication appropriate for audience
* A good working knowledge of HR systems
* Excellent written / oral skills in English and French

**Relevant Experience**

**Metropolitan School of Business and Management (MSBM) (November 2014 - July 2015)**

**Marketing Executive**

* Creating a market plan with respect to MSBM requirements, conducting strategic planning on promotional activities including budget involvement, target audience, and market scenario
* Sourcing advertising opportunities and placing adverts in the press, radio or TV as appropriate
* Develop and implement communications campaigns with appropriate media in order to attract enquiries from prospective students and agents (advertising, direct mailings, newsletters etc)
* Prepare all promotional material for MSBM using internal resources and external agencies so that potential students, agents receive accurate and reliable information on courses at MSBM.
* Gathering market intelligence and working with the Marketing Manager to analyse results in relation to the School’s marketing plans
* Coordinating with event planners for providing details on execution and progress of the event, organizing various events like conferences, seminars, exhibitions, and receptions for gathering ultimate market exposure
* Develop a reliable and accurate marketing information system (statistics, target market info, competitor research) to facilitate strategic decision making for marketing & management purposes.
* Managing strong consumer relationship during the entire marketing process, attending customers regularly, and providing excellent-class after sales services for providing appropriate solution to their problems / queries immediately
* Secure sponsorships through appropriate soliciting activities, managing budget accordingly, evaluating marketing campaigns, and managing finance
* Monitoring ongoing campaign spend against the budget, keeping accurate records and highlighting where variances occurred, analysing and investigating price, demand

and competition

* Develop and maintain a database of student, academic and agent contacts to facilitate customer wrelationship management & direct mailing to recruit prospective students.
* Prepare an annual marketing report to facilitate strategic decision making by management.
* Managing the marketing & promotions budget in order to meet the student targets of MSBM in the most cost effective manner
* Liaising with media, printers and publishers as required and managing the production of marketing materials such as leaflets, flyers, posters and newsletters, including e-newsletters and DVDs
* Communicating with marketing team and business relationship management for developing innovative marketing strategies and conveying the same to target audiences via advertisement and press release
* Represent MSBM at relevant conferences and events and visit agents and clients to promote our courses and recruit students
* Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.

**National Defense (Canada) (July 2012- September 2014)**

**HR Manager**

* Working closely with departments, increasingly in a consultancy role, assisting line managers to understand and implement policies and procedures
* Promoting equality and diversity as part of the culture of the organization;
* Liaising with a wide range of people involved in policy areas such as staff performance and health and safety
* Recruiting staff - this includes developing job descriptions and person specifications, preparing job adverts, checking application forms, shortlisting, interviewing and selecting candidates
* Plan and conduct new employee orientation to foster positive attitude toward organizational objectives.
* Perform difficult staffing duties, including dealing with understaffing, refereeing disputes, firing employees, and administering disciplinary procedures.
* Administer compensation, benefits and performance management systems, and safety and recreation programs
* Advise managers on organizational policy matters such as equal employment opportunity and sexual harassment, and recommend needed changes.
* Develop, implement and maintain HR policies and procedures to ensure effective, fair and consistent management and staff throughout the organization.
* Ensure that staff are aware of the policies and procedures and able to operate them effectively
* Manage HR budgets
* Assist with the annual salary review process.
* Gather and analyze market data to measure the competitiveness of Board's compensation and benefits package, and make recommendations as appropriate.
* Monitor and review the system of performance appraisal and continually develop as necessary

**Citizenship and Immigration (February 2011- June 2012)**

**HR Manager**

* Maintain work structure by updating job requirements and job descriptions for all positions.
* Maintain organization staff by establishing a recruiting, testing, and interviewing program; counseling managers on candidate selection; conducting and analyzing exit interviews; recommending changes.
* Prepare employees for assignments by establishing and conducting orientation and training programs.
* Maintain a pay plan by conducting periodic pay surveys; scheduling and conducting job evaluations; preparing pay budgets; monitoring and scheduling individual pay actions; recommending, planning, and implementing pay structure revisions.
* Ensures planning, monitoring, and appraisal of employee work results by training managers to coach and discipline employees; scheduling management conferences with employees; hearing and resolving employee grievances; counseling employees and supervisors.
* Maintain employee benefits programs and informs employees of benefits by studying and assessing benefit needs and trends; recommending benefit programs to management; directing the processing of benefit claims; obtaining and evaluating benefit contract bids; awarding benefit contracts; designing and conducting educational programs on benefit programs.
* Maintain management guidelines by preparing, updating, and recommending human resource policies and procedures.
* Maintain historical human resource records by designing a filing and retrieval system; keeping past and current records.
* Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
* Completes human resource operational requirements by scheduling and assigning employees; following up on work results.
* Maintain human resource staff by recruiting, selecting, orienting, and training employees.
* Maintain human resource staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
* Contributes to team effort by accomplishing related results as needed.

**Environment Canada (August 2010- January 2011)**

**HR Coordinator**

* Recruit interviews, test and selection of employees to fill vacant positions.
* Creates job description for new positions and updates current job descriptions for all staff in coordination with the hierarchies.
* Plan and conduct new employee’s orientation to foster positive attitude towards goals.
* Train management in interviewing, hiring, termination, promotions, performance review, safety and sexual harassment.
* Respond to inquiries regarding policies , procedures and programs.
* Coordinate salary, benefit programs such as life , health , dental and disability insurance , pension plans, vacation , sick leave , leave of absence , and employee assistance .
* Investigate accidents and prepares reports for insurance carrier.
* Conduct wage surveys within labor market to determine competitive wage rate.
* Prepare employee separation notices and related documentation.
* Advise management in appropriate resolution of employee relations issues

**Health Canada**

**Administrative Officer (May 2009- July 2010)**

* Provide support services in the area of Human Resources including staffing and classification.
* Maintain all the HR files for both bureaus RMB and EHB (employees and position files).
* Complete many Staffing Action Requests (SAR) such as (assignments, deployment, secondment, student term and student bridging, casual…); provided the proper documentation for each action
* Work closely with hiring managers and staffing advisors in order to properly submit the HR requests and supporting documents
* Coordinate numerous competitive processes (i.e.: EC-05, EC-06, PC-03, and PC-05).
* Create and maintained a filling system for all the different process
* Complete many CAR ( Classification Action request) such as creating or abolishing a position depending on the requirements of the hiring manager, changing the Language profile, changing the geographic location; changing the title of a position (non-generic positions only),changing the reporting relationships, changing the security level of a position.
* Create and adapt admin methodologies practices and procedures (i.e.: marinating the HR Log and updating the HR Check List).
* Process all ID cards requests (Creating and updating ID CARDS).
* Use PeopleSoft Health Canada’s HR database to navigate, run reports and enter data
* Work closely with our Classification Advisors to make sure that the proper documentation is included in package before submission.
* Review and proofread all correspondence for quality assurance.
* Provide timely information to candidates, clients and hiring managers regarding selection processes.
* Work with clients to identify problems and recommend solutions ( in regards to Staffing)
* Creating and maintaining Org Charts for both divisions ( RMB & EHB) using Microsoft Visio
* Transfer of IT accounts, ID card access updates, respond to HR questions from employees, as well as providing guidance and advice to managers in regards to their HR issues.
* Prepare and maintain the HR BF systems and process action request
* Adapt, modify and update the HR, admin methodologies practices and procedures.
* Assist the Senior Procurement and contracting advisor on financial issues
* Use PeopleSoft which is Health Canada’s HR database to navigate, run reports and enter data

**Treasury Board Secretariat**

**Executive Assistant (AS-01) (December 2007- February 2009)**

* Coordinated the Director's schedule, appointments, reservations and travel arrangements.
* Organized meetings involving multiple senior executives.
* Greeted clients and visitors to the executive office.
* Planed, organized and coordinated functions and special events for the Director's clients.
* Assisted with the preparation of business presentations including text, overheads and electronic presentations.
* Prepared and/or edited internal and external letters, faxes, memos and mass emails.
* Scheduled commitments to maximize boss's time efficiency.
* Scheduled and providing secretariat support for appointments and meetings
* Experience in planning and managing the daily activities of the assigned manager
* Recorded, transcribed & post the Minutes of Executive and other meetings as needed
* Prepared itinerary and trip file for business travel
* Prepared, completed and submitted expense reports for Executives
* Experience in developing, recommending and implementing procedures and tracking employees in the office.
* Knowledge of departmental policies, procedures and best practices regarding electronic and hard-copy records-keeping
* Monitoring and verification of divisional invoicing, budget expenditures, and accuracy of financial and operational planning documents
* Responds to any enquiries by telephone, mail, email/website or fax or refers the client to the appropriate person
* Coordination and support of activities related to finance and administration including: preparing and maintaining files, making travel arrangements, completing travel claims and expense forms, tracking deadlines and deliverable, managing logistics related to meetings.

**Education & Training**

* **Master of Science in Marketing-** Queen's University- 2013
* **Bachelor in Human Resources and Labor Relations-** University of Ottawa- 2010
* **High School Diploma -**École Secondaire Louis-Riel, Ottawa, ON-2006

**Professional development including:**

* Acquisition Card Training
* Salary Management System
* Salary Forecasting System
* CAS Workshop
* COMPAS Training
* CCM Mercury
* RDIMS

**Computer Skills:**

* Microsoft Word, Microsoft Excel, Microsoft Power Point, Microsoft Access Internet and Emailing Services
* Lotus Suite, MS Office, Microsoft Exchange, Outlook and Excel
* WordPerfect Suite, McAfee, Adobe Acrobat, Corel Suite



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