FATIMA

 Em@il: Fatima.348583@2freemail.com

 I am the person who always looking for a challenging and a dynamic position at any organization that will utilize my self-initiative & team work abilities and allow me to use my combination of talents, expertise, skills, abilities in different roles related to HR Management; Training and Development; Negotiation and Business Administration.

# EXECUTIVE SYNOPSIS

* Having 19 years of broad experience in Business Development, Training, Operations, Administration, relationship management, Marketing Research, Implementation of Marketing plans and Team Management.
* Last work was with Saaed Traffic Systems in UAE, as Senior Development Specialist at HR department.
* Competent in streamlining & improving existing systems / processes, having visions of new methodologies, future trends and driving development, direction and accomplishment ensuring business growth and profit maximization.
* Proficiency in effectuating strategies for Training & Business Development also generating new plans lead as a value-added service for the organization.
* Support and sustain a positive work environment fostering team performance with strong communication and relationship management skills with proven ability to manage multiple assignments under extreme pressure and meeting tight deadline schedules.

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| AREAS OF EXPERTISE  |
| * Training and development
* Business development
* Corporate Presentation
 | * Market Research
* Marketing and promotions
* General Administration
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| EXPERIENCE CHRONOLOGY  |

I am extremely proud to have been part of the first team members at Saaed Traffic Systems, which was inaugurated in April 2008, with its headquarters in Abu Dhabi.

Saeed is licensed by the Government of Abu Dhabi to provide technical solutions and modern smart systems related to cars. Moreover, provide incidents planning and evaluating costs of repairing by using advanced techniques and database for all recently produced vehicles.

New journey begun in Saeed Traffic Systems, where tasks were limited to develop annual training plan and follow-up all training courses as per needs employees, it was a good start within the impressive array work by developing new knowledge.

As a subject matter expert, responsible for developing and implementing talent & leadership development strategies and plans that contribute to achieving SAAED’s vision of an integrated Talent Management system.

My goal to be always professional with an ability to learn new concepts quickly and develop innovative ideas to succeed in any situation, multitasking with an ability to interact with a wide range of people, perceive employee reactions and judge their interest level accurately.

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| SL | Designation | Period |
| 01 | Senior HR Development Specialist | Aug. 15’ – August 16 |

Key Responsibilities:

* HR Planning and Budgets for the region
* Compensation and Benefits
* Talent management , succession planning and career development for team throughout the Middle East
* Create and Maintain Job Descriptions for all employees
* Following with Internal Administrations Process labour contracts, maternity, leave…etc
* Revising payroll process with Group Administration
* Implementation of appraisal processes HR policies
* Define and execute annual Training Plan, according to business needs and appraisal results.
* Detailed weekly, monthly and annual reporting to the HR manager
* Ensure accurate and timely HR reporting information
* Supervision on the attendances sheet for all participants who attend the course and follow up with their department if there is any absence or change or cancellation, including ensure continuous archiving and updating all data in the Excel sheet from the beginning of the year till present.
* Identifying training and development needs through Training Needs Analysis (TNA), appraisal schemes and regular consultation with HR and other Division Managers.
* Participation in updating plan as per their annual evaluations by their directors and job descriptions.
* Measuring performance indicators across systems used
* Supply decision-makers all reports that enhance their decisions to be in a regular and timely specify in advance
* Evaluation and study of administrative requirements as per the organization structure
* Meeting regularly with institutes referring to memorandum between Saaed and their suppliers and negotiate with them if needed
* Provide suggestions about ongoing changes and a new measurement of results and compare them, in specific periods in order to improve performance
* Continuous follow-up of all aspects administration in order to identify the issues and problems that need to research, study and submit them to the Director of the Department to take his instructions and his approval.
* Coordination with the Director of the Department in determining the priorities and prepare the necessary plans and annual programs
* Contributing to the submission of proposals designed to raise the performance and efficiency of the staff at the level of management through teamwork and participation in the identification of training and qualifying for this purpose needs to focus.
* Information collection and tabulation and documented and indexed according to the latest scientific methods and means
* Assistant Director in the proposal, design and review and arbitration questionnaires Solutions
* Archive all assessment files, analysis and research work from the beginning of the year until end of the year.
* Application and collect questionnaires making sure of the accuracy of data.
* Statistical analysis of the data and review the programs and the use of statistical methods to derive the results of the analysis.
* Perform any other tasks assigned by the nature of the related work.

Marketing Manager ([http://www.opic.ae/)](http://www.opic.ae/%29)

 Company Profile OPIC Training and Consultancy in Dubai, is licensed by the Government of Dubai and the Knowledge and Human Development to provide training in several areas of the institution. This includes Professional Management Development Training, Management Consultancies, Technical & Occupational Skills Training amongst others. OPIC offers training services to the oil / gas, Petrochemical and all public and private sectors in the GCC as well as the United Arab Emirates market.

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| SL | Designation | Period |
| 1 | Marketing Manager | Oct. 14’ – July 15 |

* Online Marketing & Advertising at several International and Multinational companies in the Middle East. Handled many regional & global clients with high standards of professionalism and enthusiasm. My passion for what I do along with my sensibility to the perfection of doing things has enabled me to develop my experience and execute accuracy.
* I believe that i have strong leadership skills, a good problem solver, very well with team management & team engagement skills. Like to work in a multicultural environment. Very good at keeping clients happy, satisfied & retained. An enthusiastic and motivated person for new challenges
* Specializations :Leadership & Management, Business Development, Online Marketing, Digital marketing, email marketing, online loyalty, web development, Display networks, Strategy planning, PR, multitasking, and a team player.
* Revise all materials training designed by instructor in Arabic and English.
* I focused always on business outcomes and therefore i offer a wide variety of custom designed interventions. These will frequently cross the boundaries of several curriculum areas.
* However, i also have a wide variety of generic programs available that can be delivered by our skilled instructors or licensed by a Client for delivery by their own staff. A selection of some programs is listed below:-

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| * Communications
 | * Trade & Sell
 | * Project Management
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| * Purchase
 | * Strategy & Planning
 | * Human Resources Customer Relationship Management
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| * Leading Management
 | * Marketing Management
 | * Finance & Budgeting
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| * Operational Management
 | * Risk Management
 | * Professional Effectiveness
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| * Change Management
 | * Product Development – Innovation & Creativity
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Key Responsibilities:

Creation of the Institute's marketing strategy and the implementation of marketing activities to achieve event revenue goals for assigned events.

* Develop formal marketing plans outlining direct marketing and database strategies.
* Develop external lists strategies for assigned training events and work with database management to identify appropriate list vendors, rent lists, and manage their use.
* Contribute to the development and execution of the search, social media and web content strategy for assigned events.
* Identifying organizations with needs for training and development services
* Creating business relationships with decision makers within those organizations
* Identifying opportunities to provide professionals as consultants
* Developing on-going professional relationships with the local and regional talent pool of learning and development professionals including: trainers, project managers, Learning developers, technical communicators and organization development consultants
* Studying existing and potential volume of clients to increase training programs sales.
* Keeping management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly analysis.
* Monitoring competition by gathering current marketplace information on pricing, courses, new courses, schedules, marketing techniques, etc
* Maintaining professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies
* Setting budgets/targets
* Developing a business plan and sales strategy for the market that ensures completion of institute sales goals and profitability
* Conducting one-on-one review with all Account Executives to build more effective communications, to understand training and development needs, and to provide insight for the improvement of Account Executive’s sales and activity performance
* Providing timely, accurate, competitive pricing on all completed prospect applications submitted for pricing and approval, while striving to maintain maximum profit margin
* Maintaining accurate records of all pricings, sales, and activity reports submitted by Account Executives
* Establishing excellent business relations with the corporations, government departments and other external partners. This includes paying visits to key officers in the previous mentioned organizations once every month.
* Providing effective support for training coordinators and training managers in order to maintain a very good clients satisfaction rate. This includes meeting participants and corporate clients whenever they have complaints related to the services offered.
* Identification, recording and reporting of problems in relation to the training programs, processes and recommend solutions for these problems.
* Communicating with potential consultants and trainers and developing database
* Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organisation and the campaign
* Arranging the effective distribution of marketing materials
* Maintaining and updating customer databases
* Organising and attending events such as conferences, seminars, receptions and exhibitions
* Sourcing and securing sponsorship when required
* Supporting the other colleagues.

Institute Manager [(](file:///D%3A%5CUsers%5Csony%5CDownloads%5C%28)[http://www.kanzae.com)](http://www.kanzae.com/)

Company Profile Kanz Alemarat Training and Consulting is an extension of Kanz Training Center which has been in operation in Saudi Arabia for almost ten years now. Kanz Training Center is an approved vendor in the largest petrochemical company in the world “SABIC” and the largest Oil Company in the world “Saudi Aramco”

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| SL | Designation | Period |
| 1 | Institute Director | July 12’ – August 14 |

Responsible for all projects and assignments, absolute responsibility of corporate level marketing is given as a prelude of new product launch of the company.

 *Corporate Marketing*

* Getting corporate and follow-up for their needs, inform them about all training programs under Kanz Alemarat.
* Maintaining and building fine relationship with corporate clients and company management
* Meeting corporate clients in regular intervals and giving full end support on all service rendered
* Supervising corporate marketing department staff while offering continuous training on marketing ethics & practices.

 *Relationship Management*

Developing and maintaining Business Relationships with all correspondent tie-ups partners & corporate clients for achieving business goals.

Main Duties:

* Preparing Proposals/Projects after careful analysis of business requirement and market situation.
* Submission, initiating negotiations and successful closing of proposal by ensuring a win- win situation for both the parties.
* Coordination with Executive Management and all related departments for implementation of projects.
* Fixing Business visits to senior officials to tie up correspondents in different countries.
* Preparation of Reports and Agenda for external as well as internal management meetings studying the problems ,requirements of departments

 *Major Projects:*

* Conducted kanz plan 2013 for a period of six months with many departments from SABIC with upshot in selling the product during the period hence resulted in gaining a sound profit to the company which reinforced the business relations with the participated company
* Coordinated business visit with tailored agenda others companies in different countries in 6 months which in turn resulted in tremendous business gain.

 Achievements:

* Received special appreciation award from chief executive officer for initiating, conducting and coordinating.
* Special Appreciation for conducting the grand promo for gift delivery Dec 2013.
* Organizing relation meetings was helped to bolster company relationship with correspondent tie-ups which aided in profit growth

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| Director of Marketing at Nass Group in Bahrain, Metal Product Manufacturing http//:www.nassgroup.com.bh(December 2010 – February 2011) |

* Manages and direct the marketing operation
* Conducts training and seminars to marketing staff, including managers
* Directs, manages proposal, indirect sales, collection, tender

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| Supplier Relations & Qualification Unit at EURL ORTHO - MAT - TRAUM, Distribution of Medical Devices and Surgical(February 2009 – December 2010) |

* Manages the department's operational activities
* Proposed sales of medical products and monitoring regulations (recovery)
* My duties and responsibilities include managing & coordinating:-  Marketing & Communications Plan, Advertising & Branding
* Corporate Social Responsibility
* Customer Relations / Customer Service
* Agency & Vendor Relations / Government Relations
* Networking & Community Relations
* Market Research / Business Development & Sales Support
* Operational / Marketing Budget
* Office Management / Administration / HR

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| Sales Supervisor at Eep@d Telecom Internet Service Provider[(http://www.eepad.com)](http://www.eepad.com/) (July 2007 – December 2009) |

* Direct supervision of tracking pertners on aspects of trade, administrative and financial.
* Manages and support distributors
* Ensure effective communication and continuous contract with distributors and clients  Ensure the corporate image is maintained
* Manages Debts Collection Professional clients
* Manages record of the operation by PC Home Ousratic
* Manages the preparation of special offer, marketing campaigns, sales activitie

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| Programmer Of PDG at Enterprise Management of Ports and Fishing Shelters(ICG / EGPP El Ghazaouet (July 1995 – July 1997) |

* Ensure ongoing communication between the CEO and the various directors.
* Provide annual reports
* Manages the annual financial review of our department

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| Procurement & Contract Section at SNLB, Manufacture of furniture to Tlemcen(August 1994 – May 1995) |

* Proposed sale of equipment and monitoring regulations (recovery)

# EDUCATIONAL CREDENTIALS

* Master Of Business Administration (MBA Plus)

University Of Northampton, UK (2014 - till present)

* Msc International Gas/Oil

University Of Liverpool, UK (2014 - till present)

* Bachelor Of Business Administration (Major Marketing) Brooklyn Park University, USA (2000 - 2003)
* Technician Programmer On Computer

Al Farabi Institute, Algeria (1997 - 2000)

* Other Certificates :
	+ Standard Implementation Training Course.

ISO 9001:2015 Quality Management System, Abu Dhabi (Aug, 2016)

ISO 14001:2015 Environmental Management System, Abu Dhabi (Aug, 2016)

ISO 9001:2015; ISO 14001:2015; OHSAS 18001:2007 Quality; Environmental & Safety Management System, Abu Dhabi (Aug, 2016)

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| * + Training Computer Technician.
 | Al Farabi Institute, Algeria (July, 2002)  |
| * + Training in Computer Maintenance
 | Al Farabi Institute, Algeria (March, 2005) |
| * + Training Network Administrator.
 | Al Farabi Institute, Algeria (May, 2005)  |
| * + Training Technician Programmer
 | (Pascal & Delphi) |
| * + Training Management Programmer.
 | Al Farabi Institute, Algeria (October, 2007)  |
| * + Training in English Language: Intermediate II.
 | Al Farabi Institute, Algeria (May, December, 2005)  |
| * + English Language Training: Learning English.
 | E - Learning Institute, Algeria (September, 2006)  |
| * + Training in Spanish Language
 | Cervantis Institute, Algeria (August, 2006)  |

# IT SKILLS

* Proficient in the use of day today operational software applications and Microsoft Office tools.

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| LANGUAGES |
|   Arabic  | : Mother tongue  |
|  French  | : Fluent  |
|  English  | : Very Good  |
|  Spanish  | : Good  |
| PERSONAL DETAILS |
|  Gender  | : Female  |
| Marital status  | : Single  |
| Nationality  | : Algerian  |
| Visa Status  | : Employment Visa |
| HOBBIES & INTERESTS |

* Sports : Cycling, Horseracing, Swimming, Volleyball.
* Reading: Magazines, Novels.
* Travel and Discovery.