**Cristal**

**Cristal.368535@2freemail.com**

**Executive Summary**

E

xperienced professional in the administration, sales & marketing fields in Dubai, with robust track record in, assistance to management and customer service.

I have strong strategic vision coupled with technical knowledge in business management and marketing, [customer service skills](http://blog.authenticjourneys.info/2012/05/how-to-impress-american-customers.html) and attention to details; outstanding for being a competitive person who through years of education and work experience, have learned and acquired numerous abilities to face difficult situations, manage people and pressure performing an excellent job.

**Areas of Expertise**

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| --- | --- | --- |
| * Administration/Office management
 | * Customer service
* Soft skills
 | * Sales & Marketing
* Customer relationship
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**Skills / Competencies**

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| --- | --- | --- |
| * Objectivity & Leadership
* Strong oral and written communications, marketing and negotiation skills
* Highly Motivated, and Energetic
 | * Superior Problem solving approaches.
* Able to act independently, and goal- oriented
* Team builder and player.
 | * Robust analytical thinking
* Bi-lingual
* Presentation, and planning.
* Efficient report writing and PC Proficient.
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**Professional Experience**

**Administration Manager, RAK-UAE**

**Shamal General Trading L.LC October 2016- Up to Date**

**Responsabilities**

* To maintain administrative staff by recruiting, selecting, orienting, and training employees and keeping a safe and secure work environment.
* To negotiate and purchase the supplies of any requirements for the office daily operations according to the needs of the company.
* To stablish policies, procedures, and work schedules.
* To identify needs; evaluate options; maintain equipment and approve invoices.
* To coordinate and support in special projects by organizing and coordinating information and requirements; planning, arranging, and meeting schedules; monitoring results.
* To provide historical reference utilizing filing and retrieval systems.
* Anticipate requirements; submitting information for budget preparation; scheduling expenditures; monitoring costs; analyzing variances.
* To maintain continuity among corporate, division, and local work teams by documenting and communicating actions, irregularities, and continuing needs.
* Contribute to team effort by accomplishing related results as needed.

**Assistant Sales & Finance Manager**

**Hotel Porton de Medellin, Colombia, Medellin. July 2016 – Sept 2016.**

**Resposabilities**

* Perfom auditory in all the systems implemented for purchase, sales and inventory and provide independent opinions on related matters, to Senior Management;
* Supervise the preparation and development of daily reports and monitor the status of its implementation and evolution.
* Lead the development of solutions to time management, control and problem solving.
* Creating forms with certain criteria to evaluate every part of related the process
* Monitoring and evaluating inventory.
* Sharing any feedback with manger and General manager.
* Solving and discussing incidents (if any); and
* Reporting any issues that are affecting or slowing the processes.

**Office Manager**

 **Emarex Investment Group, UAE-Dubai. March 2015- June 2016**

**Responsabilities**

* Manage all the administrative processes within the office.
* Give administrative support to CEO- Chairman-VP & GM.
* Perform weekly and monthly auditory of inventory and office expenses.
* Ensure office equipment & facilities are maintained.
* Coordinate the office supplies.
* Assign clerical functions to administrative staff.
* Colaborate and ensure compliance of all the staff in operative fuctions within the office.
* Supervise and manage the administrative staff.

**Assistant Branch Manager**

**Gold’s gym International, UAE-Dubai. November 2013 - December 2014**

**Responsabilities**

* Liaise official communication.
* Attend and followup incoming issues and complains addressed by customers.
* Determine appropriate course of action to incidents and any situations that emerge during daily operations.
* Prepare daily, monthly and weekly reports as per request of GM.
* Supervise and front desk staff .

**Assistant Sales & Marketing Manager**

**Times of Arabia, Madinat Jumeirah, UAE-Dubai November 2011- March 2013**

**Responsabilities**

* Act under the authority of GM coordinating daily operations.
* Liase information & activities planned to the staff in duty as well as to prepare time table .
* Facilitate proceses and communicate arising issues to GM.
* Gather, verify & analyze feedback for the GM to use in various tasks assignments.
* Coordinate with concerned personnel for task accomplishment.
* Analyse and investigate price, demand and competition.
* Present ideas and strategies for promotions and upsaling.
* Organise events and product exhibitions.
* Manage campaigns on social media.

**Education**

**International Tourism Management with Marketing**

**MiddleSex University, UAE , Dubai**

**Personal Information**

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| * **age:** 25 Years
* **marital status**: Married
* **nationality:** colombian
* **languages:** english & spanish fluent, arabic intermidiate
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