

# Asmaa Jad

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## Objective

Dynamic Front-End Developer with expertise in React and Redux, specializing in creating user-friendly web-sites. Proficient in designing and implementing effective training programs, with a proven track record of enhancing employee skills and driving business growth. Seeking to leverage my skills in a challenging role that allows for professional growth and contributes to organizational success. Committed to fostering strong client relationships and delivering innovative training solutions.

## Education

**Damascus university, Syria**

**2016 - 2021**

Bachelor of computer & automation engineering

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## Experience

### Training content creator

**July 2023 – Present**

- developing and designing training materials, including presentations, instructional videos, and written guides.
- collaborate closely with subject matter experts, trainers, designers, and multimedia specialists to ensure the accuracy, relevance, and effectiveness of the training content.
- conducting research, organizing information, and presenting complex concepts in a clear and engaging manner.

### Head of the Training Department

**Feb 2022 -June 2023**

- Designing employee training programs that align with company goals, industry standards, and employee skill sets
- Conducting interviews to screen prospective employees for job openings
- Creating training manuals, classroom activities, and other materials needed to deliver training sessions
- Assisting with organization development efforts such as team building activities and conflict resolution
- Maintaining records of all training activities and materials used during sessions

### Training & Business Development Executive

**Oct 2022 - Feb 2023**

- Develop and update the training strategy (courses, outlines, digital marketing, branding...)
- Generate leads by identifying potential clients and researching markets to develop new opportunities in UAE, Syria, and the Arabic world.
- Prepare and continuously update training market study including competitors.
- Write business proposals, quotes, and sales contracts to enhance revenue, in accordance with company guidelines
- Developing and presenting proposals customized for each client's specific business needs
- Creating positive, long-lasting relationships with current and potential clients
- Identify SWOT analysis and manage company risks that might prevent the growth

**Training Coordinator****Jan 2020 - May 2022**

- Map out annual training plans for management, HR, customer support, and more
- Design and develop training programs (outsourced and/or in-house)
- Select appropriate training methods or activities (e.g. simulations, mentoring, on-the-job training, professional development classes)
- Market available training to employees and provide necessary information about sessions
- Conduct organization-wide training needs assessment and identifies skills or knowledge gaps that need to be addressed
- Use known education principles and stay up to date on new training methods and techniques
- Design, prepare and order educational aids and materials
- Assess instructional effectiveness and determine the impact of training on employee skills and KPIs
- Gather feedback from trainers and trainees after each educational session
- Partner with internal stakeholders and liaise with experts regarding instructional design
- Maintain updated curriculum database and training records

**Trainer****Jan 2020 – Present**

- Office skills
- Advanced Excel
- Excel for Business
- Communication skills
- MS Project
- ICDL Trainer
- Power BI

**Data Entry****Jan 2020 – Present**

- Entering customer and account data from source documents within time limits
- complying, verifying the accuracy, and sorting information to prepare source data for computer entry
- reviewing data for deficiencies or errors, correcting any incompatibilities, and checking output

**Preparation of scientific research and scientific Materials****Jan 2020 – Present****Scientific materials:**

- Excel for Business
- How to prepare professional presentations using PowerPoint
- Communication and Connection skills
- Executive secretary
- Create professional documents using Word.
- MS Project
- Agil leadership

**scientific research filed.**

- Business management
  - Economic management
  - Islamic economy
  - Strategic management
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**Skills & abilities**

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|---------------------|----------------------------|-----------------------|
| • Management        | • Data cleaning            | • HTML                |
| • Problem solving   | • Microsoft Excel advanced | • CSS                 |
| • Communication     | • Power BI                 | • PHP                 |
| • Leadership        | • Machine learning         | • SQL                 |
| • creative thinking | • Data visualization       | • Java script (react) |
| • Decision- making  | • data analysis            | • Python/R            |
| • Problem-solving   | • Dashboard creation       |                       |
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**Languages:**

- Arabic – fluent
  - English – 5B
  - German – A1
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**References**

All documents and information can be provided upon request.