

Basma Elgreatly

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SUMMARY

Dynamic and results-oriented Business Developer Specialist with 15 years of Customer service experience, Sales & Marketing in the banking and Health Care industry. Proven track record in managing and supervising customer service operations, driving team performance, and enhancing customer satisfaction. Holder of an MBA and currently pursuing an MBA in Business Analytics, AI at UCW. Equipped with a strong background in data analysis, psychology, enabling effective handling of customer complaints and conflict resolution. Demonstrated leadership skills with a focus on team coaching, self-development, performance evaluation and personal branding. Experienced in market research with a year of Canadian experience. In addition, I have worked as a Senior Project Manager Coordinator, where I successfully led and coordinated multiple projects, ensuring on-time delivery and alignment with organizational goals. Currently pursuing my PMP certification to further enhance my project management skills. Committed to delivering exceptional service and fostering a positive team environment.

EXPERIENCE

Office Administrator & Junior Bookkeeper

Numbers Unlimited Accounting & Tax Services – Abbotsford, BC | Aug 2025 – Present

Manage daily office operations, client communication, and scheduling.

Perform bookkeeping tasks including data entry, and account reconciliation.

Utilize Sage and QuickBooks to manage financial records and prepare basic financial reports.

Assist in tax preparation and document organization for client filings.

Maintain office records, supplier accounts, and client databases to ensure efficiency and accuracy.

Freelance Marketing Manager

ADG Business Academy – Alberta, Canada

April 2025 – Present

<https://adgbusinessacademy.com>

Spearhead digital marketing campaigns for a leading Canadian training provider specializing in Business Analysis, Project Management, and AI-related certifications.

Develop and execute B2B outreach strategies targeting professionals and organizations across Alberta and British Columbia.

Optimize content and campaigns for SEO, social media, and email marketing channels to enhance lead generation and engagement.

Collaborate on course branding, digital strategy, and performance analytics using data visualization and tracking tools.

Apply project management methodologies to align marketing goals with training program outcomes.

Fraser Cardiology Associates, British Columbia, Canada

Sep 2024 – August 2025

Marketing Outreach Coordinator

Developing Comprehensive Marketing Plans: Crafting and implementing marketing strategies to enhance the public image of Fraser Cardiology Associates and attract new patients, utilizing data analytics to inform decision-making.

Outreach Initiatives: Building strong partnerships with family doctors and clinics to facilitate patient referrals, ensuring a collaborative approach that prioritizes patient needs.

Community Engagement: Promoting cardiology services through targeted outreach campaigns and educational workshops, aimed at increasing awareness of cardiovascular health and preventive care.

Digital Strategy Management: Overseeing social media initiatives and online presence to enhance visibility and foster engagement with both current and potential patients, focusing on customer-centric communication.

Performance Analysis: Leveraging feedback and performance metrics to evaluate the effectiveness of marketing efforts, continuously improving strategies based on data-driven insights.

Cross-Functional Collaboration: Working closely with healthcare teams to ensure consistent messaging and a unified approach to patient care and outreach initiatives.

***Minds Crafts, United Kingdom
Jan 2024 – Present***

Senior Project Manager Coordinator

Lead and manage corporate well-being and mental health programs, ensuring alignment with company objectives while driving employee engagement, well-being, and productivity.

Execute multiple corporate well-being and mental health initiatives, aligning them with company goals and timelines. Collaborate with senior leadership and cross-functional teams to develop and implement strategic employee wellness programs. Coordinate with internal stakeholders (HR, employee resource groups) and external partners (wellness providers, mental health experts) to design impactful wellness solutions. Track program effectiveness and employee feedback, using data analytics to optimize well-being initiatives and improve engagement. Manage project budgets, ensuring cost-effective execution of wellness programs while meeting all financial and operational targets. Supervise and mentor project teams, fostering collaboration and driving successful delivery of wellbeing initiatives. Prepare and present detailed reports and updates to senior leadership on project progress, performance, and outcomes. Identify and mitigate risks related to program delivery and employee engagement, ensuring smooth operations.

Ensure compliance with health regulations and best practices for mental health and employee wellbeing within the organization. Drive a culture of mental health awareness and employee engagement through internal campaigns, workshops, and ongoing initiatives. Manage external vendor relationships to enhance wellness program offerings and ensure high-quality service deliver.

***Banque Du Caire, Alexandria, Customer Service Manager
Oct 2021 - Jun 2024***

Results-oriented Customer Service Manager with a proven track record of enhancing customer satisfaction and operational efficiency at Banque Du Caire. Led a team of customer service representatives, ensuring exceptional customer experiences through effective coaching and feedback. Successfully resolved customer complaints, reduced resolution time, and improved loyalty. Played a key role in planning and executing PR events, managing crisis communications, and collaborating with marketing for cohesive messaging. Adept at handling branch operations and sharing responsibilities with the Branch Manager to drive overall success. Served as primary liaison between management and external partners. Planned and executed PR events for positive exposure. Collaborated with marketing for cohesive messaging. Managed internal, external, and crisis communications. Ensured exceptional customer experience through staff observation and feedback. Coordinated customer onboarding and outreach with CSR staff. Shared operational responsibilities with Branch Manager. Assisted in planning and delivering branch meetings and morning warm-ups. Acted as branch leader on duty in the absence of Branch Manager. Maintained and reconciled cash drawer per Bank policies. Performed all CSR duties as needed. Resolved customer complaints, prioritizing satisfaction and loyalty. Managed a team of customer service representatives, fostering a positive work environment.

***Banque Du Caire – Egypt, Customer Service Supervisor
Sep 2016 - Oct 2020***

Supervised customer service staff, ensuring high-quality service delivery and resolving escalated issues.

Implemented training programs to enhance team performance and customer satisfaction

Banque Du Caire-Egypt, Customer Service Officer

Dec 2010 - Sep 2016

Handled customer inquiries, resolved complaints, and provided information on banking products and services.

EDUCATION:

University Canada West

MBA of Business Analytics

PMI -Canada

PMP Certification

Hong Kong University

Diploma of Financial Technology

Arab academy for managerial and financial science

Master of Business Administration

Alexandria University

Bachelor Of Business Administration

SKILLS

Customer Service Management • Marketing Management • Data Analysis • Market Research • Conflict Resolution • CRM Proficiency • Banking Expertise • Project Manager • Customer Service Excellence • Team Leadership.

Volunteer Roles:

Rotary International

Secretary of Abbotsford Rotary Club (2025-2026).

Rotary International

Member of Public Image Committee District 5050.

Abbotsford Restorative Justice and Advocacy Association

Facilitator

Abbotsford Chamber of Commerce

Member.

Italian Chamber of Commerce in Vancouver

Volunteer.

