# **JAMILA AL SAFEH**



***Mobile :- +961 70431283***

***E-mail :*** [***jamilasafeh11@gmail.com***](mailto:jamilasafeh11@gmail.com)

***Beirut - Lebanon.***

**OBJECTIVES:**

***PROFILE:***

Dynamic and top-performing in CRM and Sales with experience of more than 5 years in progressively responsible areas of Brand management, Project management, Customer Relation Management and Business Development possess team building, leadership and staff training skills. To develop strategic corporate media and P.R communications to increase visibility and stir interest in client news, activities and special events. Cultivate and maintain relationships with key industry people known as the “Go to” person to get things done.

## WORK EXPERIENCE:



**Majid Al Futtaim- Water Front City Project (Temp. Contract) – Beirut, Lebanon.**

**Operational Sales Agent: Nov,2016 – Mar, 2017.**

* **Customer Relation Management.**
* Determining clients’ needs abilities to propose solutions that suit owner association.
* Maintain and update listings of available properties.

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| * Coordinate property closings, overseeing signing of documents and disbursement of funds. * Manage property owners and advertise services to solicit property sales listings. * Contact current or potential owners to promote products or services to meet expectations till handover of units.  |  | | --- | | * Display commercial, industrial and residential properties to clients and explain their features. Explain technical product or service information to customers. Deliver promotional presentations to current or prospective customers. * Answer clients' inquiries regarding construction work, financing, maintenance, repairs, and appraisals. * Inspect condition of premises, and arrange for necessary maintenance or notify owners of maintenance needs. * Remain knowledgeable about real estate markets and best practices. * Updates job knowledge by studying listings; visiting properties; participating in sales training and attending conventions, seminars, workshops and association meetings, reading professional publications; maintaining personal networks; participating in professional and community organizations. | |  | |



**Red House Group - Beirut, Lebanon.**

**Operations Development Coordinator: Jun,2013 - Oct, 2016.**

* Reporting to the CEO, responsible for proper administration and timely submission of all reports, documentation.
* Monitored departmental budgets and assisted in defining annual operations.
* Responsible for the execution, follow up and sustainability of planned operating improvements, PR tasks liaising with Insurance companies / Brokers / Travel Agencies.
* Managing growth and subsequent organizational change in a professional and entrepreneurial manner.
* Adaptable and flexible, able to rapidly assimilate new concepts, industries and cultures.
* Selecting, developing and inspiring teams of managers and operators towards common goals.
* Developed individual managers using competency based appraisals and a series of regular 1:1 interviews.
* Add value through challenging established practices and delivering creative solutions to complex business problems.
* To formulate and implement a strategy to ensure that the developing needs of the organization are met by the right quantity and quality of skills.
* Commercial acumen, delivering profit improvements in highly competitive environments , contractors, consultants.
* Development of an employee-oriented company. Culture that emphasizes quality, continuous improvement, team work and high performance.
* Implement HR policies & programs as required by the top management.
* Ensures job descriptions for all positions are accurate and up-to-date.
* Create organizational development and employee training programs, one of leaders of the  (INTERNATIONAL STANDARD ORGANIZATION).
* Conduct performance reviews with head of departments and monitor employee productivity, attitudes and work performance results.
* Implementing ARGUS,, HR Software –
* Executing Biometrics’(Face Recognition) User Data, User Photo, Finger print.
* Recruit and retain high caliber candidates for all inter-departmental;
* Employee counseling services for personal issues and company complaints.
* Build a Quality Assurance Program that is tied to performance review process.
* Maintain excellent facilities conducive to enhancing employee productivity.
* Provide company – wide communications and manage social committees.
* Develop a ‘Code of Conduct’ requiring professional behavior at all times.
* Managing Payroll – Strong Knowledge of employment law.



**EMAAR Properties – Dubai, U.A.E**

**Head of Operations Development: Nov, 2004 – Dec, 2012.**

* Lead teams of 23 direct reports to oversee inter- departmental and cross – functional team initiatives focused on the delivery of new or enhanced Project Operational /Human Resource/Recruitment/InformationTechnology/Various multitasks administration works for the Design Group (BU) business unit.
* Managing and preparing articles for all inter-departmental (The Design Group) missions on monthly basis (Vision Builders Newsletter).
* Devising schemes and incentives for associates and customers to increase business.
* Manage the planning, development and execution of project plans for corporate marketing initiatives.
* Develop and execute schedules, conduct, resource, planning, a communication project updates and monitor budgets for all inter- departmental heads (UTILITIES, INFRASTRUCTURE/COOMMERCIAL/HUMAN RESOURCE AND ADMIN/LANDSCAPING/URBAN PLANNING/OPERATIONS/TELECOMMUNICATIONS/IT).
* Organize and motivate inter – departmental teams to ensure completion of the project on schedule and within the budget.
* Set project milestones and engage key stake holders in a collaborative spirit.
* Manage risk, conduct qualitative and quantitative, analysis and implement risk response in emergency.
* Present project status reports executives and ensure communications are timely and relevant corporate wide.
* Supervise the activities of 3 meeting planners and 5 production coordinators.
* Accountable for every logistical element of event, food, beverages, venue set-ups, audio-visuals, exhibitions, sponsorships, entertainment, etc…
* Made, handle and maintain good relationships with venue and suppliers.
* Launched a media blitz for a new brand campaign at the Emaar Design Group.
* Drive and developing à national marketing, executive’s communications program.
* Directed marketing communications team of product management.
* Attended industry event to increase brand awareness with customers and prospective customers.
* Managed client relationships and developed targeted marketing program for 200 accounts resulting increase of 60% in sales.
* Collaborated with channel partners to create strategic relationships and launched new joint promotions.
* Successfully presented programs and services through large presentations and small focus groups.

**Operations Manager– Design & Development Group:**

* Managed and maintained all administration tasks from compensations, benefits, performance management systems, and safety and recreation programs.
* Identify staff vacancies and recruitments.
* Allocate human resources, ensuring appropriate matches between personnel.
* Provide current and prospective employees with information about policies, job duties, working conditions, wages, and opportunities for promotion and employee benefits (Bonus).
* Perform difficult staffing duties, including dealing with understaffing, refereeing disputes, firing employees, and administering disciplinary procedures.
* Analyze and modify compensation and benefits policies to establish competitive programs and ensure compliance with legal requirements.
* Plan and conduct new employee orientation to foster positive attitude toward organizational objectives.
* Serve as a link between management and employees by handling questions, interpreting and administering contracts and helping resolve work-related problems.
* Plan, direct, supervise, and coordinate work activities of subordinates and staff related to employment, compensation and employee relations.
* Analyze training needs to design employee development, language training and health and safety programs.
* Maintain records and compile statistical reports concerning personnel-related data such as, internal transfers, performance appraisals, KPI’s and absenteeism rates.
* Analyze statistical data and reports to identify and determine causes of personnel problems and develop recommendations for improvement of organization's personnel policies and practices.
* Plan, organize, direct, control or coordinate the personnel, Training in House, learning & Development or labor relations activities for the organization.
* Conduct exit interviews to identify reasons for employee termination.
* Investigate and report on industrial accidents for insurance carriers.
* Represent organization at personnel-related hearings and investigations.
* Negotiate bargaining agreements and help interpret labor contracts.
* Prepare personnel forecast to project employment needs.
* Prepare and follow budgets for personnel operations.
* Develop, administer and evaluate employees Personality Assessment.
* Oversee the evaluation, classification and rating of occupations and job positions.
* Study legislation, arbitration decisions, and collective bargaining contracts to assess industry trends.
* Develop and/or administer special projects in areas such as pay equity, savings bond programs, day-care, and employee awards.
* Provide terminated employees with outplacement or relocation assistance.
* Contract with vendors to provide employee services, such as catering, transportation, or relocation service.

https://media.licdn.com/media/AAEAAQAAAAAAAAVfAAAAJDc2MjA1NDg2LWRiNDgtNDFiNi04MmY1LWY3MzBkNWRlYjk0Mw.png**AGILITY, Jebel Ali Free Zone, Dubai – U.A.E.**

**Operations Executive: Feb, 2002 – Oct, 2004**

* Provide functional oversight for full service logistics, national consolidation, break bulk, imports and door to door delivery, supervise pick and pack operations via RF tracking system.
* Lead, direct and manage inbound/outbound sight operations to ensure that the operation staff executes service agreements above the customer standards.
* Maximize profitability through superior customer service, effective and prompt communication and follow-up on all pending matters with the customers.
* Maintain a clean, professional and safe working environment by inspecting and scheduling maintenance and ensuring that all office and warehouse equipment’s are properly accounted for and in safe working condition.
* Utilize superior communication skills to motivate staff and develop effective relationships with peers, executives and clients, i.e. (UNILEVER/NESTLE/MMI LOGISTICS).
* Address all employee performance problems promptly and directly in accordance with the company personnel policies and procedures.

**EDUCATION :-**

* Higher School Secondary Certificate, Choueifat International School,

Abu Dhabi, U.A.E. – 1996.

* Bachelor Degree Business Administration (Marketing), ICS conducted by New South Wales University, Sydney-Australia,2001.

### TECHNICAL PROFICENCIES :-

* Excellent in MS Word, Excel, Outlook Express, MS Power point, Lotus, Oracle Software Use, Six Sigma – Green Belt Software Use.

#### PROFESSIONAL AFFILIATION :-

* 3rd Middle East Business Process Management Summit.

Institute for International Research, Dubai 29th-30th January, 2007

* Corporate Social Responsibility: A Business Perspective.

Marcus Evans – Kuala Lumpur – Malaysia 1st-2nd March, 2007

* Dr. Stephen Covey on Great Leaders, Great Teams, Great Results Conference.

Institute for International Research, Dubai 11th March, 2007

* Integrated Management System, (ISO 9000:2000, ISO 14000:2004, OHSAS 18000:1999).

Conducted for Dubai Quality Group on 3rd of April 2007.

DET NORSKE VERITAS, (DNV), Dubai, 5th of April, 2007.

* ISO 9001:2000 Introductory Course/Internal Auditor Course.

Tatweer, Dubai 16th-17th April, 2007.

* Certified Six Sigma Green Belt.

TCQ Triangle, Dubai 22nd-26th April, 2007.

* Powerful Business Presentations and Public Speaking.

Institute for International Research, Dubai - Crown Plaza 27th- 31st May, 2007.

* ISO 9000:2000 Series Auditor/ Lead Auditor Course.

Bureau Veritas, Dubai 10th -14th June, 2007.

* First Sponsor in ‘’British Safety Council’s Prestigious 50th – Year History.

Attended the 50th anniversary safety awards banquet held at the Grosvenor House Hotel, London – U.K by the British Council International Award in business sustainability. Managed and prepared all marketing promotional items/gifts/awards. Arranging press releases with the Public Relation Section team and Mr. Wayne J Harris, General Manager – Corporate Health and Safety team.

#### REFERENCES

Available Upon Request.