**Hala Nasri**

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**Chief Executive Officer (CEO)**

Accomplished, performance driven, and dedicated professional with solid experience in real estate, construction, steel/concrete manufacture, and management as well as looking for Cambridge master's program. Adept at delivering innovation and management oversight for development and construction of various quality construction, manufacturing, and real estate businesses. Strong interpersonal skills with an ability to interact with executive level team members as well as external clients including architects, engineers, contractors, and client's representatives. Success in managing the steel and concrete factories i.e. Safeen Factory, that provided steel for all construction projects as well as in charge of keeping up with production time schedule and delivery to construction site, employees, time schedules and practically everything. ***Proven expertise in:***

|  |  |
| --- | --- |
| * Construction & Real Estate Management * New Business Development * Strategic Planning & Execution * Contract Management | * Market Research & Data Analysis * Budgeting & Forecasting * Team Building & Leadership * Relationship Management |

**Professional Experience**

Nasri Group of Companies, Erbil, Iraq

**Chief Operating Officer, Real Estate Development,** Jun 2015 to Present

*Create innovative methods to enhance customer management, relations, and asset management that resulted in appealing $6M in delayed payments and facilitated unit delivery in upcoming five months.*

Manage and encourage a team of 10 members in transforming marketing strategies by integrating social media and outreach programs, resulting in 47% increase in number of rented units across three months, with a continuous increase in monthly let rate.

***Key Contributions:***

* Renegotiated contracts with local and international suppliers across India, China, Turkey, and Oman having an outcome with a decrease of $6.7M in value of materials needed to be bought.
* Supervised reassessment of designs plan with a team of four members by reviewing more efficient methods of construction that resulted in savings worth $8.3M.

**Senior Developments Manager / Senior Data Analyst**

Summarized project schedule successfully from two years to nine months and evaded penalties.

Implemented alternative business strategies for Justice Tower after plummeting real estate demand being caused by armed conflict in Iraq and apprehended 20% of lost tenancy revenue. Restructured work schedule of steel workers that led to improved production time of key steel elements from three years to 13 months.

***Key Contributions:***

* Administered construction and development of $700M Justice Tower in Erbil.
* Conducted extensive market research to predict let rates and improved pricing model for company owned real estate investments that resulted in 32% increase in return.
* Determined a defect in administrative and legal paperwork, leading towards legal action in regaining $9M from individuals, seeking advantage of a loophole in tenant contracts.
* Developed and superintended a plan with both financial and legal departments to claim delayed payments from tenants with an outcome of $2.2M collected within 1st month and stabilized monthly income.

**Additional Experience:**

First Women's Market:

* Monitored marketing and advertising campaigns of opening of first Women's Market in Downtown Erbil.
* In charge of everything in first Women's Market, including contacting news channels, hiring the performers, inviting important women figures of Kurdistan to inauguration.

**Education and Certification**

**B.Sc. in Business Administration** (2019)

Hankuk University of Foreign Studies, Seoul, South Korea

**Honours & Achievements**

Dean’s Honour List for four consecutive semesters at AUB

**Languages**

Arabic – Native | English – Fluent | Korean – Intermediate | Turkish – Intermediate