



AMIRA HASOUN

Management Level Executive



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Dubai, UAE



Education Qualification

**BACHELOR OF SCIENCE IN BUSINESS
ADMINISTRATION
MAJOR IN INTERNATIONAL
MANAGEMENT**

Eton University, Sep 2015

DENTISTRY PROGRAM

Ajman University, 1997 - 2000



Personal Information

Date of Birth

01st Sep 1979

Nationality

Sudanese

Languages

Arabic & English

Marital Status

Separated with 3 Kids

Driving License

Valid UAE D/L with car

References

Available on demand



Professional Profile

A dynamic and results-driven **Management Executive** with **8+ years' experience in Business Development/Administration, Customer Service, Account Management and CRM**. In-depth knowledge of the UAE market with a track record delivering reliable results for commercial brokerage and financial services institutions.

Highly successful in managing/maximizing key accounts across the globe by utilizing a thorough understanding of customer needs/requirements as well as proposing solutions that meet their objectives in line with the approved sales targets/plans. Proven mentor & trainer of multidisciplinary teams along with departments in line with aggressive performance metrics to deliver high level, quality products, or services.

Well-networked with all major industry players & successful at maintaining relationships with VIP clients, coordinating/managing events, forging business partnerships in the markets and dealing with customers/ strategic partners at the most senior of levels. Excellent communication (**English, Arabic**), negotiation skills with a knack for prospecting to access the right stakeholders or decision-makers.



Career Objective

Seeking an executive position in Management, Customers Relationship Management or Accounts Management with leading financial institutions or banks, to drive new business by establishing strategic relationships/ contacts with key customers across divers industries.



Career Snapshot

May 2010 – Apr 2020

**Business Development and Administration
Manager**

Al-Kassim International Commercial Brokerage,
Dubai, UAE

2005 – 2006

Customer Service Supervisor

National Bonds, Dubai, UAE

2001 – 2004

Customer Service Representative

American Express, Dubai, UAE



Core Competencies

- Business Administration
- Business Development/Expansion
- Commercial Brokerage
- Consumer Insights
- Credit Cards
- Customer Service Excellence
- Customer Relationship Management
- Events Coordination/ Management
- Financial Analysis & Reporting
- Financial Institutions
- International Business Operations
- Key Account Management
- Market & Competitor Analysis
- Negotiating/Closing Strategies
- New Market Penetration
- Process Improvement
- Product Development/Positioning
- Revenue & Profit Enhancement
- Sales Management
- Strong Decision Making
- Strong Work Ethic
- Team Management/Leadership
- Team Work & Leadership
- Turnaround & High Growth
- UAE Market Trends/Dynamics
- VIP/VVIP Customers



Employment History

Business Development & Administration Manager Al-Kassim International Commercial Brokerage, Dubai,
UAE May 2010 – Apr 2020

Job Responsibilities:

- Provided oversight on overall operations of privately-owned businesses, publicly held corporations, and nonprofit institutions in a broad range of sectors.
- Made critical business decisions and ensured the company is on track to meet financial objectives; prepared accurate reports for Sr. Management.
- Established, developed, and maintained business relationships with current and prospective accounts in the assigned territory/market segment to generate new business for the company.
- Held end to end process ownership of all key accounts life cycle from Prospecting, Acquiring, Conversion (closing the deal), Retention, and Loyalty.
- Formulated a strategic account penetration plan detailing the actions necessary to effectively and profitably close orders with each account.
- Developed strategic partnerships with key account decision-makers to drive revenue and position the company for more significant wins in the future.
- Planned and executed structured customer visits to pitch for new businesses as per the projected pipeline sales and proactively influenced customer-buying decisions.
- Established and nurtured relationships that fill the business pipeline with prospective partners and key customers in the UAE region.
- Created/implemented effective business plans/budgets/proposals that result in sales and profitability growth in alignment with overall company objectives/ goals.
- Identified market opportunities for business growth by understanding the target markets (industry, company, project, company contacts) and the market strategies that can be used to attract clients.
- Represented the company in industry functions (i.e., association events, seminars & conferences).
- Supervised the day-to-day operations of the administrative department and staff members, including hiring, training, and evaluating employees.
- Developed, reviewed, and improved administrative systems, policies, and procedures to streamline processes.
- Worked with accounting and management team to set budgets, monitor spending, and process payroll and other expenses.
- Facilitated other business operations by ensuring the smooth and adequate flow of information.

Customer Service Supervisor
2005 - 2006

National Bonds, Dubai, UAE

Job Responsibilities:

- Worked with the start-up team before the product launch and trained in all the aspect of the operation system.
- Led, managed, trained, and instructed highly skilled customer service staffs; supervised/coordinated all customer service activities to ensure delivery of the highest quality service standards to all customers.
- Contributed to business efficiency goals by identifying and initiating improvements to work, customer service, quality, work processes, and organizational matters.
- Strived for solutions that drive an improved customer experience and mutual profitability.
- Followed up on escalated cases /issues/questions of team members to ensure they are closed efficiently and promptly.
- Documented, analyzed, and quantified performance and impact of customer service processes.
- Created and managed a differentiated service model framework that specifies what services and service level commitments are offered to each customer.
- Championed the relationship-building across the organization for the greater purpose of end-customer satisfaction.
- Ensured that customer service team has excellent communication, problem solving and professional phone etiquette skills for achieving customer satisfaction.
- Monitored business and process metrics to measure and manage customer service effectiveness.
- Prepared documentation and reports on routine customer correspondence for future reference purpose.

Customer Service Representative
2001 - 2004

American Express, Dubai, UAE

Job Responsibilities:

- Attracted potential customers by answering product and service questions; suggesting information about other products and services.
- Addressed and resolved customer product complaints promptly, empathically, and professionally.
- Monitored customer account details for non-payments, delayed payments, and other irregularities.
- Followed established procedures for processing receipts, cash, etc. in a timely and accurate manner.
- Assisted customers with the replacement of lost or stolen credit cards.
- Checked on the status of customer accounts and tracked checks and payments.
- Maintained a high level of professionalism and worked to establish a positive rapport with every customer.