

**Name:** Ruaa Izzedine Abd- Al hafidh

**Nationality:** Iraqi

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### **Personal Profile:**

Disciplined and insightful data analyst with 6+ years of experience analyzing business processes. Energetic and optimistic customer service representative with over 2 years of professional experience assisting customers in solving complex issues.

### **Education:**

- BS degree in computer engineering Al-Rafidain University College

### **Experiences:**

**Sales Executive      May 2015 to Nov. 2016**

**Siemens Iraq (Itqan company):**

### **Responsibilities:**

1. Entering customer and account data from source documents within time limits.
2. Compiling, verifying accuracy and sorting information to prepare source data for computer entry.
3. Reviewing data for deficiencies or errors, correcting any incompatibilities and checking output.
4. Provide troubleshooting assistance for customer orders, account statuses and relevant problems.
5. Provide data and guides to help the sales team.
6. Develop and monitor performance indicators.
7. Manage sales tracking tools and report on important information.
8. Keep record of sales trends.
9. Liaise with account managers to develop specific sales strategies.
10. Stay up to date with new product and feature launches and ensure sales team is on board
11. Review pending orders and specific customers' requests to ensure excellent customer service and customer experience.
12. Suggest sales process improvements.

**CRM Reporting      Dec. 2016 to Dec. 2019**

**EarthLink Telecommunication:**

### **Responsibilities:**

- 1- Making reports about the customer satisfaction and problems that frequently face the agents.
- 2- Collect the Data from several CRM departments and make the final report to the management.
- 3- Planning and delivering CRM strategies across the organization with a view to retaining existing customers, increasing brand loyalty and expanding the company brand.
- 4- Deciding on a final CRM structure and architecture that will work seamlessly across the business and capture crucial information along the sales funnel.
- 5- Making sure the customer database is correctly segmented for targeted marketing activities.
- 6- Collaborating with other departments ensure the CRM strategy works well for every aspect of the
- 7- Coming up with creative ideas, preparing proposals, overseeing the production process & execution and reporting the results to the relevant people.
- 8- Development of testing strategies to guarantee the most efficient approach for the organization and its customers.
- 9- Manages the data quality in CRM

**Audit Team Leader      Sep. 2020 till Apr.**

**IraqSky Telecommunication:**

**Responsibilities:**

- 1- Actions implemented
- 2- Audit Plan
- 3- Audit Timetable
- 4- Communication with the Auditee
- 5- Opening Meeting
- 6- Audit Team Meeting
- 7- Closing Meeting
- 8- Audit Report
- 9- missed dates and revised dates (particularly if repeatedly revised)
- 10- actions followed up and cleared by internal audit
- 11- statistical analysis of status to enable monitoring and achievement of any targets
- 12- Objectively review a project's business processes
- 13- Evaluate the efficacy of risk management procedures that are currently in place
- 14- Make recommendations on how to improve internal controls and governance processes

**Training and Courses**

- English and Hybrid advanced training & Microwork.
- TOT by Al- Araqa foundation for culture and development
- The training expert by Al- Araqa foundation for culture and development

**Personal Skills:**

- HTML, CSS, JS.
- Customer Relationship Management (CRM)
- Mathematical skills
- MS Office
- Auditing
- Problem solving
- Data Analytics
- KPI Reports
- Investigative Reporting
- Sales Support
- Team Coordination
- Special Events Coordination
- CRM Databases and Integration
- Sage CRM
- Non-profit Volunteering
- Cost Reporting
- Sales Performance
- Sales Presentations
- Business Intelligence (BI)
- Financial Reporting
- Mental health care
- A highly modified, talented, time managed, organized, and hard worker.

**Languages:**

- Arabic: Native tongue
- English: Fluent