Roseanne M. Abu-Nie

Contact Info

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Education

B.SC in Computer Science
Birzeit University 2006

Certificates

Business Intelligence Developer
Azrieli College of Engineering / Technion – Israel Institute of Technology
JUL 2021 – FEB 2022

Python Developer
Sigma Software University
SEP 2022 – DEC 2022

Soft Skills

Leadership
Teamwork
Problem-Solving
Adaptability
Time Management
Customer Service Orientation
Strategic Thinking
Mentorship
Conflict Resolution
Communication

A results-oriented person with 17 years of experience and a strong track record in driving product strategy, launching successful products, and delivering exceptional user experiences. Seeking a challenging position to leverage my skills in product development, team leadership, and data-driven decision-making to deliver innovative solutions and drive business growth.

Work Experience

Software Developer - Red Crescent Society Hospital   1/2022 - present

- **Leading end-to-end product lifecycle** for developing a health care system, from concept to launch, resulting in a robust and resilient healthcare system that demonstrates strength, stability, and adaptability, effectively catering to the needs of both employees and patients.
- **Collaborating with cross-functional teams**, stakeholders, healthcare professionals, project managers, and the outsourcing company, to define system requirements, develop project plans, and ensure successful implementation.
- **Conducting system analysis and requirements** gathering through analyzing business and technical requirements, translating them into functional specifications, and ensuring alignment between RCSH needs and the outsourcing company's deliverables.
- **Implementing quality assurance processes**, unit testing, and system testing, to ensure the reliability, security, and performance of the healthcare system.
- **Troubleshooting and issue resolution** to identify and resolve system issues.
- **Documentation and knowledge sharing** by creating technical documentation, user guides, and training materials to facilitate system adoption and provide support to end-users and stakeholders.

General Manager - Creative Technologies   2016 - 2022

- **Developed and implemented the agency's strategic plans**, including setting business goals, identifying target markets, and exploring new revenue opportunities.
- **Managed and led cross-functional teams**, including designers, copywriters, account executives, and other staff members by encouraging collaboration, mentoring, and motivating employees to achieve outstanding results.
- **Built and maintained strong client relationships**, managed client accounts, ensured client satisfaction, and acted as a trusted advisor in guiding clients through the creative and advertising process.
- **Managed projects and resources effectively**, maintained quality standards, met client expectations and ensured deadlines are met.
- **Managed business operations and financial management** including budgeting, forecasting, and resource allocation.
- **Maintained brand consistency** and ensured that creative work aligns with clients' objectives and brand guidelines.
- **Acquired new clients**, expanding the agency's client base, and growing revenue.
- **Managed relationships with vendors, suppliers, and external partners** to ensure successful collaborations and partnerships that contributed to the agency's success.

Senior Sales Supervisor - Palestine Telecommunication Co.   2013 - 2016

- **Developed and implemented sales strategies** to achieve revenue targets and drive business growth by performing market analysis, identifying new market opportunities, and establishing sales goals and objectives.
- **Led and managed a sales team** by recruiting and training sales professionals, setting performance targets, providing guidance and support, and fostering a high-performing sales culture.
- **Built and maintained strong client relationships** through managing key accounts, nurturing client loyalty, ensuring customer satisfaction, upselling, cross-selling, and renewing contracts.
- **Sales forecasting and planning** by analyzing sales data, market trends, and customer insights to forecast sales targets and developed sales plans to predict sales outcomes and implement strategies to meet or exceed targets.
- **Collaborated with cross-functional teams** such as marketing, product development, and customer service, to ensure alignment and support sales efforts.
- **Negotiation and contract management** by effectively managing contract renewals, amendments, and customer disputes.

Technical Skills

SQL Database Management
Python Programming Language
SSRS for Reporting Services
SSIS for Integration Services
Data Visualization tools:
- Power BI
- Tableau
- Qlik Sense

Predictive Modeling & Forecasting
Customer Relationship Management (CRM)
Content Management Systems
Marketing Automation Software's

Languages

Arabic *Fluent*

English *Professional*

Hebrew *Intermediate*

Sales Supervisor - Palestine Telecommunication Co.   2012 - 2013

- **Supervised and led a sales team** by providing guidance, coaching, and performance management to ensure team success.
- **Achieved sales target** through meeting or exceeding sales targets, driving revenue growth, and securing key accounts.
- **Trained and developed sales representatives** by conducting sales training programs, mentoring team members, and providing ongoing support to improve their sales skills and product knowledge.
- **Built and maintained strong customer relationships** by identifying customer needs, providing solutions, addressing concerns, and ensuring customer satisfaction and retention.
- **Ensured high level of customers satisfaction** through gathering customers feedback, addressing concerns, improving customer experience and strengthening customer loyalty.

Account Manager - Palestine Telecommunication Co.   2010 - 2012

- **Built and maintained strong client relationships** through understanding client needs, providing personalized solutions, and ensuring client satisfaction and retention.
- **Fostered account growth and revenue generation** such as upselling or cross-selling additional products or services, expanding accounts, and securing contract renewals.
- **Achieved sales target** through meeting or exceeding sales targets, driving revenue growth, and securing key accounts.
- **Analyzed competitors** by gathering market intelligence and industry trends and competitors' activities.
- **Delivered effective presentations** to clients, showcasing product/service offerings, and addressing client inquiries or concerns.

Business Development Officer - Palestine Telecommunication Co.   2009 – 2010

- **Conducted market research**, analyzed industry trends, and identified new business opportunities by gathering market intelligence, assessing competitive landscapes, and providing insights to guide business development strategies.
- **Generated leads and identified potential clients** through utilizing various channels, such as networking, cold calling, and digital marketing, to create a robust pipeline of qualified leads.
- **Acquired new clients and developed strong relationships** by identifying client needs, presenting solutions, negotiating contracts, and ensuring client satisfaction.
- **Generated reports and analyzed business development metrics** by tracking key performance indicators, evaluating sales and revenue data, and providing actionable insights to senior management.

Client Relationship Officer - Hadara's Technologies   2007 – 2009

- **Acquired clients** by identifying potential clients, conducting needs assessments, presenting solutions, and effectively transitioning them into long-term relationships.
- **Built and nurtured client relationships** by understanding client needs, providing personalized solutions, and ensuring ongoing satisfaction.
- **Ensured client retention** by identifying upselling and cross-selling opportunities, developing account expansion strategies, and maximizing client lifetime value.
- **Provided customer support,** by responding to client inquiries, addressing concerns, and effectively resolving issues in a timely manner.