

HAYAT ALSHARAF

Manama, Bahrain

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EXECUTIVE PROFILE

Enthusiastic, highly-motivated and dedicated International Business and Languages graduate with proven leadership capabilities, who likes to take initiative and seek out new challenges. Proficient in marketing, project management and sales

CORE COMPETENCIES

- Content Creation and Marketing
- Project Management
- Social Media Platforms Management
- Digital Marketing
- Team Work
- Basic photoshop
- Microsoft Office
- Adaptability and Flexibility
- Client Service

LANGUAGES

- Arabic - Native
- English - Bilingual proficiency
- French - Full professional proficiency with DELF B2
- Italian - Professional working proficiency with CILS B1
- German - Elementary proficiency

EDUCATION

Sorbonne University Abu Dhabi, UAE

2015 – 2018

BA in Applied Foreign Languages: International Business and Languages

Shaikha Hessa Girls' School, Bahrain

2005 – 2015

International Baccalaureate (IB)

International General Certificate of Secondary Education (IGCSE)

CAREER HISTORY

Deputy Supervisor at VFSGlobal – Bahrain

Sep 2018 – Present

- Play an important role in maintaining positive company experiences
- Manage inbound and outbound phone calls, email requests, and face to face interaction with a friendly, helpful approach
- Act on behalf of the Italian Embassy, answering questions, providing service information and handling any complaints and/or positive feedback
- Take action in a rapid manner in resolving any issues that came up with a customer-first business mentality
- Meet customer service department sales targets and generated sales leads when opportunities arise
- Follow company guidelines and procedures under minimal supervision
- Improve company efficiency by recommending and enhancing company processes
- Maintain daily records, logs and documents in an electronic database for executive management teams to review

- Worked in collaboration with key clients including government entities and multinational organisations to deliver their events, conferences and roundtables
- Assisted in preparing and distributing events marketing campaigns through different social networks channels and other digital platforms in both Arabic and English
- Update and maintain events by managing and updating websites and digital presence
- Assisted in promoting Thomson Reuters Islamic finance industry analysis and reports across different social media and digital channels
- Assisted in managing Thomson Reuters Islamic finance presence on different social network platforms
- Examples of key clients include Dubai Electricity and Water Authority, Central Bank of Kuwait, Dubai Chamber of Commerce and Industry and Dubai Islamic Economy Development Centre

Content Writer Intern at Box It – Bahrain**Jul 2017 – Sep 2017**

- Simplified complex data into a more user-friendly format by making use of charts, pivot tables, etc. in order to further analyse and share the data with management and clients
- Worked on the company's branding guidelines
- Proofread and edited marketing content before publication
- Composed documentations that provided guidance for members and employees to perform their functions correctly and efficiently

KEY ACHIEVEMENTS**Azurlingua Scholarship Program, Nice – France****Jul 2015**

I was elected along with a number of high school graduates by the French Embassy in Bahrain to attend a 2 week comprehensive advanced French course in Nice. It was a great experience as it combined number of educational, cultural and heritage experiences. The experience motivated me to do my higher education abroad in order for me to have the opportunity to learn and experience new skills and constantly be able to meet and interact with new people.

InJaz Company for Young Leadership, Manama – Bahrain**Sep 2014**

Injaz is a non-profit organisation that empower young people to own their economic success and be prepared for today's business challenges. We were more than 15 teams building different virtual companies and I held the Vice President position in our business called 'Pearls of Bahrain' which focused in the fields of marketing and sales. My role was to carry out the strategic plan through overseeing operations, developing functional roles and assigning responsibilities to the rest of team and ensure that we deliver on time. This opportunity helped me develop my communication, teamwork, decision making and project management skills.

The Duke of Edinburgh's Bronze Award Manama – Bahrain**Dec 2010 – May 2013**

The Duke of Edinburgh's Award is a youth awards program founded in the United Kingdom in 1956 by Prince Philip, Duke of Edinburgh, that has since expanded to 144 nations. The awards recognise adolescents and young adults for completing a series of self-improvement exercises. At the end of the program we had a mandatory expedition to Oman in which we had to make use of the survival, communication and teamwork skills we were introduced to through the program.