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## RASHA AL KOOHEJI

TRILINGUAL

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### PROFILE

A knowledgeable business professional with managerial experience within a variety of industry sectors, primarily based within the GCC. Possesses excellent communication and interpersonal skills with a proven ability to achieve targets, goals and objectives.

### OBJECTIVE

To continue my career within an organization that provides opportunities for ongoing development, where my skills are utilized to full potential while meeting fresh challenges.

### CONTACTS

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Linkedin Profile [Rasha Al Kooheji](#)

## EXPERIENCE

### *Production Assistant Middle East Broadcasting Center (MBC) Dubai – U.A.E*

JAN 2019 - MARCH 2019

Working in a leading free-to-air Pan Arab News and Entertainment Channel MBC, my roles and responsibilities were:

- Generating weekly reports on progress of new production projects
- Liaising with different centralized departments in MBC to ensure smooth workflow of daily tasks
- Coordinate with writers internationally for new scripts and translations
- Assist in setting up budgets for new projects
- View and analyze roles of production crew for each project
- Establish regular meetings with media government officials to assess production cost in different territories in UAE

### *Relationship Manager - Gulf Finance House, Kingdom of Bahrain.*

April 2014 – October 2015

A member of the Wealth Management team dealing with the bank's investors in Kuwait, my roles and responsibilities are as follows:

- Maintaining solid and smooth relationship with investors in Kuwait and Dubai
- Liaising and executing meetings with Dubai government officials and investors in education and health sectors
- Providing detailed updates concerning investors progress reports
- Meeting with potential investors to advise on potential investment opportunities
- Monitoring and analyzing statistics of private schools' growth in Dubai and communicating them with investors
- Participating in various banking and investment conferences for networking purposes
- Sharing weekly visit reports and forecast of future meetings with CEO

### *PR – International Media & New Projects*

Nov. 2011 to Sep. 2013

Working at the President's Office in The Information Affairs Authority (IAA), the government's body in charge of the affairs of internal and external formal media in the kingdom, my roles were:

- Managing the business development of the Authority to enhance business performance
- Maintaining relations between international media entities and the Authority.
- Creating customized media related reports on regular basis
- Organizing Press Conferences alongside other team members
- Receive Media Delegations and preparing visit reports

## RASHA AL KOOHEJI

TRILINGUAL

- Liaising with different government entities on hosting media delegates in Bahrain.
- Participating in major international events held in Bahrain such as F1 and Airshow and managing all necessary logistics

### *PA to Chief Corporate Affairs Officer – VIVA Telecom*

May 2011 – November 2011

- Follow up on the team deliverables to ensure delivery of all TRA reports are on time
- Follow up on the team deliverables to ensure the preparation of all board material, logistics and the on-time reporting to STC International.
- Effectively manage the CCAO time and ensure that critical events/meetings/needs are addressed
- Follow up on the team deliverables to ensure delivery of all CEO reports and deliverables are on time
- Manage all administrative responsibilities and ensure that critical milestones and events are managed with 100% accuracy

### *Office Manager to CEO – TECOM Business Parks*

Sep. 2007 - Dec. 2009

Reporting directly to the CEO of TECOM Investments, based in Dubai, a subsidiary of Dubai Holding, my roles and responsibilities were:

- Preparing mid and end year TECOM Executive Committee reports on completed, closed and pending actions.
- Supporting selected businesses in TECOM Business Park brands.
- Representing the CEOs' office, I had to deal with around 2500 clients in different TECOM business zones.
- Planning TECOM Business Parks Management Office yearly budget in liaison with the Finance Department.
- Acting as key contact in TECOM management office handling complaints from universities in Knowledge village, broadcasting channels in Dubai media City and IT companies in Dubai internet City, and channeling them accordingly.
- Assisting in the transition of new entities to TECOM Business Parks such as Dubai Industrial City in 2009.

### *Personal Assistant - PR, Marketing & Commercial, Middle East Broadcasting Center – UAE*

Nov. 2005 – Jul. 2007

Working in a leading free-to-air Pan Arab News and Entertainment Channel MBC, my roles and responsibilities were:

- Assisting in working on business plans to set up new channels
- Assisting our Head of Strategy in preparing presentations for certain channels
- Participating in various events & workshops
- Managing PR campaigns and press releases as well as other advertising tools

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TRILINGUAL

### *Office Manager to GM - Robert Bosch Packaging Technology Division (ME)*

2003-2005

Working at the Representative Office for the GCC region (Pharmaceutical Packaging Department), my roles and responsibilities were as follows:

- Arranging after sales schedules in MENA for Field Service Technicians.
- Liaising with Hotels for provision of visitors including key personnel.
- General administration support and assistance in the preparation of proposals.

### *Warehouse Administrator - Gulf Business Machine - IBM (Dubai)*

2001-2003

Working in the logistical support arm for IBM, my roles and responsibilities were as follows:

- Implementing and creating customer database, administration procedures, accounts maintenance, credit control, and collection), Customs correspondence, shipment clearance and deliveries

### *Business Development Consultant, Alliance Insurance Company (UAE)*

2000-2001

- Establishing new clients for the company and maintaining existing clients.
- Processing and marketing insurance inquiries from prospective customers in to sales.
- Offering and introducing different products to companies.

### *Reporter, Bahrain Tribune (Kingdom of Bahrain)*

1998-1999

Worked with the news team to generate ideas and develop stories, arranged and conducted interviews.

## EDUCATION

### *Bachelor Degree in English Literature*

University of Bahrain - 1998

### *French Language Studies*

University of Stendhal, Grenoble - 1993

### *French Language courses*

Institution of CLA, Besancon, France- 1997

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## LINGUISTIC SKILLS

### *Arabic*

Native proficiency

### *English*

Full professional proficiency

### *French*

Professional working proficiency

## TRAINING & DEVELOPMENT

### *Business Reporting Skills*

BIBF – VIVA BH - 2011

### *Mini MBA in Telecom*

Informa / VIVA BH - 2011

### *Up your Service*

Dubai Media City - 2008

### *Time Management*

Dubai Media City – 2008

### *The Perfect PA*

Dubai Media City – 2007

REFEREES: AVAILABLE ON REQUEST