

Alhossein Mohamed Hassan Alhefnawi



Personal details

Name

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Alhefnawi

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Address

Abu Dhabi - New Alfalah

Date of birth

October 30, 1990

Nationality

Emirati

Skills

- Media Writing.
- Preparing plans & initiatives.
- Writing Reports.
- Photo & video Photography.
- Events Organizing. Administrative work Coordination.
- Skillful use for computer (Office).
- Skillful use for Electronic Archive.
- The art of persuasion and marketing.
- printing
- sound effects and music editing

Education

Alexandria University - 2013

Mass Communication

Employment

Senior Human Resources Management Training Officer & Government Relations Officer

Oct 2019 - Present

SAAED for Traffic Systems co

2015 - Present

Fifth batch of National Service

2016 - 2017

Marketing Officer

2015 - 2017

Institutional liaison Officer

2017 - 2019

About my work

Media

- Writing Press Releases.
- Follow up all about the company at the external level in the local media.
- The Participation in expressing suggestions for media plans.
- Management for public relations with government & semi-governmental agencies, public relations offices, the institutional contact and other agencies for saaed.
- Receiving the orders or the calls received to the Institutional contact administration & follow up and notify the direct manager with them.
- Advancing the rouls of the internal & external relation for medial company.
- Making data for measuring the institutional contact plan.
- Produce the posts and reports which document the company work and its activities.
- Implementation of the plans and programs of institutional contact and public relations.
- Update the official speakers list periodically.
- Developing and updating a media crisis management.

Media Coverage

- Events photography.
- Conferences and press meetings coverage.
- Company advertisements photography.
- Information and news monitoring from all mass media (newspapers / TV. s/ radio / internet) with great accuracy and responsibility.
- Develop relations with all media organizations and activate the programs and meetings with them.

The internal Contact

- Responsible for the company's internal contact email.
- Implementation of internal events for the company.
- Develop the employers' initiatives.
- Make the internal cards for the employers.
- Make a weekly journal for the company.

Memberships and certifications

2021

Member of the British international training Development academy.
Member of the international organization for Leadership and management, Switzerland Geneva.
International certificate in human resources Leadership from LMGO Switzerland

2022

Certified strategic communication specialist in Building government communication indicators And formulating media goals

Languages

Arabic

English

Marketing

- Participating in making a marketing plan for the company.
- Participating and putting the yearly events plan related to the social responsibility and the activities which should be participated in.
- Organizing community initiatives that improve the social and environmental situation and help members of society in the various emirates.
- Work on developing the schedule of events in cooperation withal departments.
- Contribute to the identification of the company's brand and its characteristics.
- Assist in developing guidelines for logos and visuals related to brand promotion in coordination with the business development department.
- Ensure that all communication materials comply with brand promotion in coordination with the business development department.
- Communicate with communication companies and advertising agencies to obtain their assistance and marketing materials.
- Review the outputs provided by the suppliers to the company (graphic designer, agencies, distributors and print houses)
- Make the marketing plan to use different communication means for marketing such as billboards, flyers or posters.
- Make the periodical reports related to the marketing plan and raising improvement and development notes.

The Events

- Developing the schedule of events and coordinate with different relevant departments, if necessary, to know what the needs related to the events.
- Organizing all the company occasions if they are internal or external specified for Saaid in the external image and sending invitations to attend the events.
- Communicate with the rest of sections related to the institutions communication department to make sure of the acceptance of the event elements with the company's brand in terms of the colors used for the event subject.
- Coordinate with the public relations and institutional communication specialist to discuss with media to produce the press data about the events and cover the sociable responsibility activities for Saaid according to media.
- Coordinate with the providers of the events organizing services such as the photographers and others.
- Developing the reports after the end of the event by the coordination with the administrations participated for the collecting notes targeting the improvement of the future events.

The Electronic Contact

- Conducting research and studying the targeting audience and current trends.
- Create content that attracts the attention of the audience and increase the rate of interaction on social media platforms.
- Flyer design encouraging the following up and make a content targeting the new products for the institution.
- Submit reports about the visits on the websites monitoring and watching SEO (Search Engine Optimization)
- The permanant watching about the changes in all social media to ensure maximum benefit.
- Training the working team and the colleagues on using all means of social media in a way that benefits the brand.
- Facilitate the contact means on the internet with the clients and targeting audience and respond to different questions.
- Report about the comments and problems that face the clients.
- Developing and scheduling the flyers which help in increasing the rate of visits on the website and people interacting.
- Supervising on design and building the social media accounts.
- Suggest new ways to attract probable clients like making promotions and contests.

Archives

- Complete archive of marketing and cooperate communication management.
- Converting archives from paper to electronic.

The Human Resources and Training

- Follow up the implementation of training plans, programs, training courses and methods of implementation according to training needs survey.
 - Secure all the logistic needs for the internal courses with the cooperation with the other administrations.
 - Participate in the preparation of annual training schedules to provide the courses and to be sure from the accuracy of the training programme.
- ✓ Making database including the authorized training centers, the instructors, their specialization and the result of their survey and guarantee its periodical updating. ✓ Dissemination of training courses to the concerned employees and to be sure they join these courses.
- ✓ Follow up to evaluate the performance of the external training companies and make sure that they receive the relevant forms
- ✓ Follow up the forms distribution related to the effect of the training on the standard of the employers, organizing units and make sure of it.

The Coordination Of The Administrative Work

- Coordination of the administrative work for the director of the administration.
- Responsible for management correspondence.
- Coordination of meetings for management inside and out side the company.

Courses

2017

Preparing and writing reports

2019

Environment and occupational safety.

Drafting questions, opinion polls and data analysis.

Results oriented management

Rules and principles of governance and the charter Of customer happiness.

2020

First Aid.

Sign Language

Happiness in job loyalty.I

ntegrated program in the management of human resources.

2021

TOT Coach preparation.

International license in human resources leadership

2022

Fire Fighting.

Diploma in Administrative.

leadership.

Certified strategic Communication specialiat in Bulding government communication indicators and formulating media goals.

Public relation improving systems theory and Stakeholder management practices

2022

Certified Human Resource Professional

Certified Human Resource Manager -CHRP and CHRM