

HODA ALSHAFIE

Al-Khobar –Saudi Arabia | (M) +966-54-628-5277 | hodaalshafie@gmail.com | Marketing Specialist (IQAMA)

Professional Summary

Multi-tasking versatile leader well-known for working in deferent range of fields inside Saudi and Egypt. Always creating positive workplace culture, high-performing and high-energy teams. Marketing and customer service specialist with more than 15 years-background in Customer Relations, Sales, Insurance, Health center admin and Project management with successful results. Consultant and trainer in marketing, customer focused and soft skills.

Skills

- Great business acumen, commercial skills and strategic thinking in innovative and entrepreneurial ways.
- Superior communication, presentation, negotiation and people skills.
- Technical background using ERP systems for sales and marketing.
- Experienced with public speaking.
- Project management and developing business toward organization vision.
- Public & Customer Relations.
- Training and self-motivating
- Social skills and event planning
- Ability to learn quickly and adapt to new situation.
- Solving problems.

Work History

► Public Reactions Supervisor & Community services.

Brokers Relation Senior Supervisor

Report to the
General Manager
till Jun 2018

- Create and develop department's policy and procedures with the implementing of Key Performance indicators (KPIs).
- Implemented various of project management relate to online sale, call center, broker's sale- aggregators, CRM and medical SME product launching in the kingdom.
- Conducted training in house, and for some brokers on all the risk solutions company provided.
- Set and implement long-term goals to meet company business plan
- Maintain all business operation in all regions in compliance to regulations.
- Grow and maintain sale through all licensed brokers

Customer Service Manager

2012 – 2015

- Created and developed the company's Customer Care Unit and the Call Center.

- Enhanced the CRM system to increase profit and customer loyalty.
- Working with SAMA in the customer complain management system

Customer Relation Manager

2011 - 2012

Al Sagr Cooperative Insurance Company – Dammam, Saudi Arabia

► Executive Manager

Saudi Swiss Consultant Dental Center in Khobar – KSA

- Develop and managing the patient relation system, services and Marketing.
- Insurance coordinator.
- Enhancing health care services.

► Assistant Network Manager

Saudi NEXtCARE Company in Khobar – KSA

- Networking and communicating with all health provides to increase Medical network.
- Maintaining the network active with only licensed services health care facilities, and reports to CCHI Reporting to General Manager.

► Administrator Manager and Management Development

Excellence for Physiotherapy Center in Khobar – KSA

► Student Affairs Supervisor (Female Department).

Prince Mohamed bin Fahd University in Khobar – KSA

- Developing the Call Center (Project).
 - Student services
- Reporting to the Dean.

► Customer Care Representative

Vodafone Telecom (International Mobil Company) Cairo-Egypt

Education

(TOT Diploma) Training of Trainers GATD – UK	Dec 2019
Master of Business Administration Open University of Malaysia - Kingdom of Bahrain.	Dec 2015
Bachelor Degree Literature of ART - History Department Cairo University - Egypt	Jun 2007
Secondary First School in Al-Khobar -K.S.A Al-Khobar, Saudi Arabia	Jun 2002

Accomplishments

- Attended the Salesforce.com Seminar (CRM) (May 2012).
- Presented and work with the yearly Inspection Committees on insurance companies under Saudi Arabian Monetary Authority (SAMA) till Y2016.
- Attended all training Insurance types of business risks solutions.
- Workshop - LinkedIn professional network profile.
- Member in insurance pioneers (private group).
- Member in trainers pioneers (private group).

- Event planning for the company till Y2018.

Courses

- Insurance Foundation Certificate Exam (IFCE) Insurance Certified.
- (TOT) from Technical and Vocational Training Corporation.
- (SAMA) certificate for complains program.
- Training call center.
- (Professional training expert and consultant) from the Ministry of Education.

Personal Information

Nationality: Egyptian, **Born** and raised in **Saudi Arabia: May 1984, Married** with one child.

Languages: Arabic & English fluently.