

NAIMEH ABURUB MSC, CTDP, MCATD

MOBILE: +1 647-929-0644

EMAIL: naimh.aburub@gmail.com

LEARNING & DEVELOPMENT PROFESSIONAL

PROFESSIONAL PROFILE

Certified learning and development expert with proven experience leading learners to achieve their professional and educational goals through in-depth assessment, investigation, and analysis. Offers diverse experience developing the learning and talent development strategy and metrics, conducting development gap analysis, identifying learning solutions, establishing learning objectives, and facilitating workshops and projects. Drive continuous improvement of the organization's learning and performance management practices, systems, processes, and tools.

KEY COMPETENCIES

- | | | |
|-------------------------------|--|------------------------|
| • Assessing Performance Needs | • Designing & Facilitating Training | • Knowledge Management |
| • Talent management | • Leadership Development | • Analysis & Reporting |
| • Key Performance Indicators | • Promoting & Moderating Training Events | • Coaching |
| • Leadership Development | • Communication & Interpersonal skills | • Conflict Resolution |
| • Bilingual: English/Arabic | • Improving workplace performance | • Change management |

PROFESSIONAL EXPERIENCE

2019 – Present **LIFE COACH & TEEN LIFE COACH**
[**SELF-EMPLOYED AT I CAN TRAINING AND CONSULTATION**]

KEY ACHIEVEMENTS

- Developed a personalized engagement model that helped many clients achieve positive life-altering changes.

RESPONSIBILITIES

- Assist clients in developing realistic goals and life plans.
- Motivate individuals to make positive life-altering changes.
- Track client progress.
- Train young people feeling overwhelmed and under pressure to recognize and voice their worries.
- Help parents deal with their teenage children and bring perspectives closer.

2019-2021 **VICE PRESIDENT OF PUBLIC RELATIONS**
[**TOASTMASTER INTERNATIONAL, ESCARPMENT CLUB-DISTRICT86**]

RESPONSIBILITIES

- Coordinating an active public relations and publicity program in my club.

- Establishing and maintaining lines of communication between the club and its members and between the club and the public.
- Increase awareness of Toastmasters through local news and social media.

2018– 2019 **CUSTOMER SERVICE REPRESENTATIVE**
[ONTARIO NATURAL FOOD CO, CANADA]

RESPONSIBILITIES

- Handle incoming calls from sales prospects, process sales orders, follow up through, and work with other departments to ensure streamlined operation.
- Built relationships to provide repeat business and excellent customer service.
- Work with operations and customer support coordinator to ensure shipping requirements are fulfilled.

2015 – 2018 **ACCOUNTS RECEIVABLE ANALYST**
[ONTARIO NATURAL FOOD CO, CANADA]

KEY ACHIEVEMENTS

- Significantly reduced volumes of returns to the lowest level in recent years.
- Proposed a detailed & efficient new workflow partially implemented by management.

RESPONSIBILITIES

- Post customer payments by recording cash, cheques, and credit card transactions.
- Investigate sales, promotions, service departments, and customers to resolve discrepancies.
- Resolve in/valid or un/authorized deductions and collections by investigating all transactions
- Maintain invoice accounts and coordinate monthly transfers to accounts receivable before verifying totals and preparing detailed reports.
- Ensure all information is kept confidential.

2008 – 2012 **STUDENT COUNSELLOR**
[KHADEEJA INDEPENDENT SCHOOL, QATAR]

KEY ACHIEVEMENTS

- Created a Master Learning Strategy based on intensive needs assessment for teachers & students, which led to designing full-year learning programs for all stakeholders.
- Assessed, designed & implemented several well-received programs, such as School Mascot, Hand by Hand, My Persona, “Quote being Good” program, Friends’ Bank and Students’ Parliament.
- Coordinated fundraisers for various community organizations, such as the Children’s Cancer Hospital (\$10,000) and to assist low-income students with school expenses (\$15,000).

RESPONSIBILITIES

- Member of the professional development team that leads the school’s staff learning and development advancement.

- Assessed professional development needs for teachers and designed programs to help achieve their goals.
- Assessed student learning needs and designed and promoted student engagement, professional advancement programs, and workshops.
- Facilitated projects for students, parents, and teachers to encourage increased time management skills, project management, and increased work ethic

2002 – 2004 **SCHOOL ONLINE PROJECT COORDINATOR**
[AL ETIHAD SCHOOLS, JORDAN]

KEY ACHIEVEMENTS

- Worked with the Education Committee, utilized and evaluated available resources of various program materials and assessment criteria to develop market and pilot educational programs.
- Determined resources, including new opportunities and partnerships.
- Developed tools required to implement the programs (educational artifacts, school trunks, game/craft equipment and supplies).

RESPONSIBILITIES

- Developed Education programs, workshops and seminars for children and adults as approved.
- Piloted the programs and adjusted them as necessary.
- Developed a project plan and delivery methods.

1999 – 2002 **COURSE ANALYST**
[MENHAJ COMPANY, JORDAN]

KEY ACHIEVEMENTS

- Was a founding member of a pioneer online learning platform, during which assessed needs, designed learning programs, and evaluated learning outcomes.
- Lead focus groups to gather information about programs, initiatives, students, and other curricular elements.

RESPONSIBILITIES

- Provided professional Curriculum evaluation to ensure it provides students with those learning experiences that enable them to become knowledgeable, self-directed, responsible individuals able to adapt to and cope with a complex and rapidly changing society.
- Used qualitative and quantitative methods to analyze evaluation data.
- Assisted in the development of survey tools and the collection of survey data.
- Conducted literature searches to identify trends and best practices.

EDUCATION & PROFESSIONAL DEVELOPMENT

- 2022-License to practice the profession (Expert Coach) Arab Trainers Union.
- 2022-Training of Trainer (TOT+CPT) GATD Global Academy for Training and Development, Organized by Wheat Grain Academy

- 2021-TV Presenter International Academy of Arts, Media, and Creativity (IAAMC) Roya Academy
- 2020-Dynamic Leadership (Negotiate and manage change; leadership skills for any situation - Toastmaster International (Escarpment club-District86)
- 2019-Certified Training and Development Professional (CTDP) - The Institute for Performance and Learning (Industry regulator in Canada).
- 2018- Master's Certificate in Adult Training and Development (Advanced Standing with Distinction) - Schulich School of Business - York University, Toronto, Canada.
- 2001-Master of Arts in Educational Sciences (Thesis: E-learning, Theory and Practicum) - Juba University, Amman, Jordan
- 2000-Postgraduate Diploma in Teaching Methods - Hashemite University, Zarqa, Jordan
- 1999-Bachelor of Business Administration - Hashemite University, Zarqa, Jordan

VOLUNTEER WORK

- Activities Planner – Islamic Community Centre of Ontario (ICCO) 2014 – 2016
- Youth coordinator - 2018 – 2020
- International Toast Master-VPPR (Vice president of public relationships) 2019 - 2021
- Leader on Osboha 180 Reading Initiative 2019 - 2023
- Women's Committee official – lions Club International(Jordan-Amman) 2021 -2022