

Holds a Bachelor in Commerce and has 10 years' experience in all office management & administration, 4 years in Human Resource, 3 years in Quality Assurance, 2 years in Web design & SEO marketing.

PERSONAL DATA

Nationality : Egyptian
Gender : Female
Marital Status : Married
Residence : Maadi, Cairo

EDUCATION

: Bachelor in Commerce, Cairo

LANGUAGES

Arabic : Native Language
English : Good

COMPUTER SKILLS

: Windows, MS Office, Internet
: MS Project
: MS Visio
: Photoshop

TRAINING COURSES AND CERTIFICATIONS

: SEO & Google Analytics – IMFNDN.
: Advanced SEO: Developing an SEO-Friendly Website – LinkedIn.
: The Six Morning Habits of High Performers – LinkedIn.
: SEO for Social Media – LinkedIn.
: Time Management – LinkedIn.
: Learning Data Analytics – LinkedIn.
: SEO: Link Building – LinkedIn.
: Google Analytics for Beginners – Google.
: Search Engine Optimization – Udemy (uc-08136481-5615-4411-b6b8-3967c92446e0).
: Online Marketing Foundations – LinkedIn.
: Digital Marketing: SEO, Analytics and Online Presence – Edraak.

- : Content Marketing Foundations – LinkedIn.
- : Diploma Human Resource Management - Cambridge Training College ctcbritain (R-2305).
- : Conversational English Language - Cambridge Training College ctcbritain.
- : Digital Marketing Fundamental - Google Digital Garage (D4F XPQ NCT).
- : Internal Auditor QA - CTC Academy.
- : Administrative Professional Foundations – LinkedIn.
- : Administrative Professional Tips – LinkedIn.
- : Mini MBA in Total Quality Management & Lean Six Sigma Green Belt - Al Sadat Academy (Feb. 2014).
- : Ethics Course - Rotary Youth in Zedny Group - Life & Business Ethics (Aug. 2005).
- : Zedny for Youth - Rotary Youth in Zedny Group (Aug. 2004):
 - Emotional Intelligent (E.I).
 - Listening Skills.
 - Communications skills.
- : Human Development Program (HDP), Rotary Youth Leadership in Zedny Group (Aug. 2003):
 - Negotiation skills.
 - Time Management.
 - Decision Making & Problem Solving.
 - Leadership.
 - Planning.
 - Mind Mapping.
 - Self-Learning and Planning.
 - Stress Management.
 - Project Management steps.

CHRONOLOGICAL EXPERIENCE RECORD

- Dates** : From Apr. 2010 till now
- Employer** : [EGYPTROL](http://www.egyptrol.com) - Egypt Engineering Services, S.A.E.
- Job Description** :
 - Office Manager (from Mar. 2014 till now):
 - Prepared correspondence, reports, Contracts, and materials for publications and presentations.
 - Technical assisting for engineering dept. as prepared specifications & BOQ, tendering and contracts.
 - Setup Managing Director travel arrangements.
 - Setup accommodation and entertainment arrangements.
 - Setup and coordinate meetings and conferences.
 - Prepared newsletter articles for website.
 - Answered telephones and handled in appropriate manner.
 - Meet and greet clients and visitors.
 - Performed general clerical duties: photocopying, faxing, mailing, and filing.
 - Maintained medical, accidental & life insurance.
 - Optimizing the office space to ensure a safe and functional workplace.
 - Managing office operational needs (liaise with building

- management, heating/ cooling/cleaning needs; general office upkeep and maintenance) coordinate and monitor repair needs.
- Managing relationships and negotiations with suppliers & service providers, ensuring monitoring of performance, invoicing and billing.
- Addressing employees query regarding office management issues.
- Planning and organizing inspiring company and team events, celebrations, and meetings and related spend.
- Researched and purchase office furniture and supplies.
- Search Engine Optimization Specialist (from Feb. 2019 till Oct. 2021):
 - Done all technical SEO for 4 websites in the TEG Group.
 - Increase Domain Authority from 19 to 23.
 - Increase conversation to our website with some tactic.
 - Developed SEO strategy that increase the company ranking.
 - Researched for SEO keywords and use it in the company website and marketing materials.
 - Maintained Link building and natural links.
 - Reviewed & analyzed the competitors' sites for improvement.
 - Done On-page and Off-page SEO techniques.
 - Monitored daily performance metrics to follow SEO performance.
 - Collaborate with others within the marketing department to manage SEO strategy.
 - Updated content for website pages & links for maximum search engine rankings.
 - Implement technical SEO issues and implement solutions.
 - Suggested improvements in process and productivity optimization Prepared reports regularly.
 - Collaborated with web developers and marketing team.
 - Stay up to date with the latest SEO and digital marketing latest trends and best practices.
- Senior Human Resources Administrator (Dec. 2013 till Mar. 2018):
 - Making decisions and delegating work to others in the manager's absence.
 - Honored to be a part to solve the Electricity problem within 2015-2016 in Egypt and responsible to outsource for more than 500 employees for all HR tasks and all residential, transportation arrangements in 20 sites all over Egypt.
 - Monitoring incoming correspondence for the Office, submitting for tasking, and forwarding that documentation for immediate action to staff members according to their functional responsibilities.
 - Responsible for client communications and conflict resolutions.
 - Ensured that client issues are done with in an efficient manner.
 - Screening all incoming calls and queries, redirecting them to the appropriate staff members.
 - Responding to queries related to the general policies and work of the Office.
 - Updated and organized the Project's manpower and Headcount sheets and follow up transfers inside the project.
 - Handled all agents' requests and direct them to the concerned parties "Resignations, Medical approvals and refunds, HR letters and etc.....".
 - Recruit and trained junior staff and delegate some of confidential work to them.

- Maintaining employee files and the HR filing system from signing contracts, Medical & life registration applications and bank account opening.
- Scheduled interviews for job applicants.
- Welcomed new employees and arranging induction programs for them.
- Training activities by setting program, planned, organized and followed up training for employees in coordination with managers and supervisors.
- Supervised and followed up 5 support staff.
- Quality Assurance Specialist (Apr. 2010 till Dec. 2013):
 - Helped our company for getting first ISO Certificate.
 - Supervised daily activities of a quality assurance division includes creation, review or revision of policies that affect processes in a working environment.
 - Coordinate with other managers to discuss quality standards according to their function within the organizational chart of a business or organization.
 - Prepared daily documentation & recorded Quality Assurance issues and maintained records and data.
 - Ensured that the policies and goals are understood, implemented and maintained at all levels in the Company.
 - Ensured that corrective and preventive actions for actual or potential process are implemented.
 - Inspected documents at various stages in the process.
 - Responsible for the documentation of test results.
 - Suggested changes that are made and improve the system to achieve the best quality possible.

Dates : From Mar. 2008 till Apr. 2010
Employer : Al Rajhi Projects & Const. LLC, Cairo
Job title : Executive Personal Assistant

Dates : From Jul. 2003 till Feb. 2008
Employer : Gulf Arch Consultant Office, Cairo
Job title : Executive Secretary, IT Administrator, Accountant Assistant

Field of experience :

- Office Administration.
- High Performer.
- Human Resources (HR).
- Search Engine Optimization (SEO).
- Quality Assurance.
- Accounting.
- Communication.
- Microsoft Office.
- Microsoft Project.
- Attention to Detail.