

SHADY KHALIFA



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PROFESSIONAL SUMMARY

A seasoned professional with 17+ years of experience leading operations, building departments, and implementing strategic initiatives across various industries in the Saudi market. Proven track record of managing high-profile projects, developing business solutions, and driving organizational growth. Expertise in team building, digital transformation, and cross-functional leadership. Demonstrated success in managing multi-million SAR portfolios, optimizing business processes, and fostering key relationships with stakeholders.

KEY SKILLS

- **Management:** Executive office management, team building, cross-functional collaboration
- **Project Management:** Contract negotiation, client relations, strategic planning, portfolio management
- **Operational Excellence:** SAP implementation, process digitization, business intelligence solutions
- **Sales & Marketing:** Business development, marketing strategy, customer relationship management (CRM)
- **Financial Management:** Budgeting, financial planning, fund management, bank relations
- **Technological Proficiency:** SAP ERP systems, CRM systems, Call Center setup, website management
- **Communication & Relations:** Government relations, media & publicity, stakeholder management
- **Planning:**
 - Managing a variety of planning applications, appeals and pre-application enquiries.
 - Producing planning application reports.
 - Delivering excellent customer service to a range of stakeholders.
 - Communicating with relevant parties regarding the status of planning applications and queries
 - Updating planning IT systems with required data and project status notifications.
 - Supporting and driving service improvement projects

- Keeping up to date with planning regulations, policy and legislation.
- Prioritizing your workload and taking a flexible approach to changes in direction.
- Maintaining continual professional development in accordance with requirements of the professional institute
- **Data Analysis:**
 - Managing master data, including creation, updates, and deletion.
 - Managing users and user roles.
 - Provide quality assurance of imported data, working with quality assurance analysts if necessary.
 - Commissioning and decommissioning of data sets.
 - Processing confidential data and information according to guidelines.
 - Helping develop reports and analysis.
 - Managing and designing the reporting environment, including data sources, security, and metadata.
 - Supporting the data warehouse in identifying and revising reporting requirements.
 - Supporting initiatives for data integrity and normalization.
 - Assessing tests and implementing new or upgraded software and assisting with strategic decisions on new systems.
 - Generating reports from single or multiple systems.
 - Troubleshooting the reporting database environment and reports.
 - Evaluating changes and updates to source production systems.
 - Training end-users on new reports and dashboards.
 - Providing technical expertise in data storage structures, data mining, and data cleansing
- **Monitoring and Reporting:**
 - Follow up with on the base line study
 - Responsible for the Project database ensuring project information is up-to-date and accurate.
 - Develop and update the project monitoring plan and monitor the indicators of the project.
 - Recommend further improvement of the logical framework.
 - Responsible for data collection, compilation and analysis.
 - Responsible for designing and implementing the activities of the Project.

- Develop monitoring and impact indicator for the project success.
- Monitor and evaluate overall progress on achievement of results
- Monitor the sustainability of the project's results
- Provide feedback to the Project Manager on project strategies and activities
- Prepare monitoring reports using data collection tools
- Identifying and documenting lessons learnt; collecting information for case studies; writing and preparing success stories, and facilitating periodic reviews, and preparing presentation on achievements
- Assisting in preparing quarterly and annual progress reports in cooperation with the Project Manager and the project team
- **CRM Specialist:**
 - establishing workflows and standards or entering data in the CRM.
 - Spotting ways to improve usage of the CRM through automating basic everyday tasks.
 - Customizing and pulling marketing reports from the CRM.
 - Analyzing the marketing reports to determine what kind of customer trends the business should respond to
 - Writing training manuals and teaching staff on how to use the CRM
 - Troubleshooting user or software errors that inhibit the efficiency of the interaction between people and technology
 - Meeting with teams to help them analyze business trends
- **Office Managing:**
 - Provide administrative and clerical support to departments or individuals.
 - Schedule meetings and arrange conference rooms.
 - Alert manager about cancelations or new meetings.
 - Manage travel and schedule.
 - Handle information requests.
 - Prepare correspondence and stuff mail into envelopes.
 - Arrange for outgoing mail and packages to be picked up.
 - Greetings and receive the visitor.
 - Prepare confidential and sensitive documents
 - Coordinates office management activities
 - Determine matters of top priority and handle accordingly.

- Prepare agenda for meetings.
- Takes and transcribes dictation.
- Helps prepare office budget.
- Plans events and volunteer activities.
- Maintain office procedures.
- Coordinate travel arrangements; prepare itineraries; prepare, compile, and maintain travel vouchers and records.
- Operate office equipment, such as a photocopy and scanner.
- Coordinate committees and task forces.
- Relay directives, instructions, and assignments to executives.
- Receive and relay telephone messages.
- Direct the general public to the appropriate staff member.
- Maintain hard copy and electronic filing system

PROFESSIONAL EXPERIENCE

Experts Vision Consulting



Executive Assistant Manager of SAP Director, SAP Sector

[Feb 2024 – Present]

- Led the reorganization and restructuring of the SAB sector, improving consultant workflows and administrative performance.
- Established operational policies to streamline consulting operations, resulting in a 20% increase in efficiency.

Sanam united Real Estate Investment Company



Secretary of the Board of Directors & Shareholder Relations Manager (Al Turkey Family)

[Apr 2022 - Jan 2024]

- Developed and implemented a work plan that enhanced shareholder asset utilization, resulting in a 4 million SAR increase in returns.
- Acted as a liaison between the board, shareholders, and management to ensure alignment on strategic objectives.

Nozul Real estate Marketing & Sales
One of Al Mozaini real-estate groups of companies



Office Manager of CEO (**Sami Al Asiri**, former consultant of Minister of Municipalities and Housing)

[Mar 2020 - Mar 2022]

In my role at Nozul Company, I was responsible for building and structuring the company from the ground up. This involved establishing key departments, systems, and processes, as well as driving significant accomplishments. Key initiatives included:

B. Building Core Departments:

- CEO Office
- Company Strategy
- Business Intelligence (BI) Solutions
- Sales, Call Center, Marketing (Social Media, Events, Social Media Marketing), Bank Relations, Government Relations, Media & Publicity departments.

C. Systems Implementation:

- Implemented key solutions including:
 - Nozul Website
 - Call Center System with 900 number setups
 - Customer Relationship Management (CRM) System
 - ERP system for financials, procurement, and HR management.

D. Operational Structuring:

- Established and structured the HR, Financial, and Procurement departments, integrating processes through the ERP system.
- Digitized business processes, including pioneering digital transactions with Rajhi Bank, expanding to other banks.

Accomplishments:

- Signed major contracts with high-profile projects:
 - **East Gate Project:** 3665 villas, 700,000 SAR per villa, totaling 2.57 billion SAR.
 - **Al Jawharah Residence Project:** 990 apartments, 500,000 SAR per apartment, totaling 495.5 million SAR.
 - **East Gate Land Contract:** 2599 lands, 400,000 SAR per land, totaling 1.04 billion SAR.
 - **Future City Project (Villas):** 661 villas, 1.2 million SAR per villa, totaling 793.2 million SAR.

- **Future City Land Contract:** 3755 lands, 490,000 SAR per land, totaling 1.84 billion SAR.
- **NHC. Almashriqiya Project:** 3701 villas, 900,000 SAR per villa, totaling 3.33 billion SAR.
- **NHC. Al Asalah Project:** 4000 villas, 1 million SAR per villa, totaling 4 billion SAR.

Mohammed Abdulaziz Al-Rajhi and Sons Investment Company (Rajhi Invest)



*Office Manager of Vice President of Internal Audit (Reporting to **Mr. Nazeer Khashoggi**, Head of internal audit, Audit Committee Members (**Yazeed Al Rajhi** Chairman of the Board of Directors of Rajhi invest, **Prof. Dr. Abdul Rahman Al-Hamid**, former Chairman of the Board of Directors of Bank Al Bilad ,**Talaat bin Zaki Hafez**, spokesman for Saudi banks, **Majed Al Rajhi** Manager Retail Banking Group Rajhi Bank)*

[Dec 2014 - Feb 2020]

- Played a key role in the company's internal audit processes, contributing to profits exceeding 1.15 billion SAR.
- Managed the internal audit team and developed operational procedures that enhanced compliance and efficiency.

Technique Al-Tameer Contracting Company

*Office Manager & Real Estate Manager (**Eng, Adel Al Barrak** ,CEO & Former Aramco Engineer)*

[Jun 2013 - Dec 2014]

- Managed operations for the real estate division and hotel apartments, optimizing operational efficiency and customer satisfaction.
- Oversaw a team of 30+ employees, improving overall branch performance.

Best Field Trading Company



*Office Manager of **Princess Amal bent Abdullah Al Saud***

[Apr 2007 – May 2013]

- Supervised correspondence with the Royal Court and various Emirates, maintaining confidentiality and ensuring seamless communication.
- Led the Khobar branch, achieving 7.2 million SAR in sales and managing all aspects of operations, including sales, warehouses, and delivery teams.

EDUCATION

[Bachelor of social work]
[Higher institute of social work]
[Graduation Date: May 2003]

CERTIFICATIONS & TRAINING

- **[ICDL]** – [International Computer Driving License]
 - **[Windows]** – [computer Technology, and Systems Management Center]
 - **[Microsoft Office]** – [computer Technology, and Systems Management Center]
 - **[ADOBE Photoshop]** – [computer Technology, and Systems Management Center]
 - **[Visual basic]** – [computer Technology, and Systems Management Center]
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LANGUAGES

- **Arabic:** Native
 - **English:** Fluent
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TECHNICAL SKILLS

- **ERP Systems:** [SAP ERP systems]
 - **CRM Systems:** [CRM Wesam Al Tamyuz]
 - **Microsoft Office Suite** – Advanced Excel, Word, PowerPoint
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PROFESSIONAL DEVELOPMENT & MEMBERSHIPS

- Attended [LEAP24 - [Biban24](#)]
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REFERENCES

Available upon request.

Computer Skills

- Using Computer Systems since 1994
- 30 years' experience in Computer Software and Hardware Maintenance

- International Computer Driving License (ICDL).
 - Microsoft Office 365.
 - Internet searching & exploring.
 - Surveillance systems Installation and Maintenance.
 - Graphic Tools: Adobe Photoshop, Adobe illustrator.
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Soft Skills

- Ability to use any operating system or software
 - Ability to use and operate any sound systems or sound editing software.
 - Ability to use and operate any video recording systems or software, video editing, and Montage.
 - Self-Study & Advanced Research Abilities.
 - Ability to work in a group or individually according to the job requirements & More Helpful for my Team.
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Personal Details

- **D.O.B:** 14th. October 1978.
- **Marital Status:** Married.
- **Religion:** Muslim.
- **Driving License:** Valid
- **Nationality:** Egyptian
- **Identification(Iqama):** Transferable.