

YASMIN ALI

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PROFILE

- Experience in diverse and effective communication both in university group projects and teams at work.
- Confident with IT systems, including MS Office, and able to learn systems quickly.
- Demonstrated effective teamwork as member of the Boxing team for two years.

SKILLS

Project Management Skills:

- Selected as the project leader in the successful Business Plan (Baby Room) Project.
- In charge of a student Society, plan and assign tasks to committee members (15 events per academic year).
- Owned an Accessories shop, which was successful.

Communication Skills:

- Able to convey information and share ideas in a timely and professional manner, this has been essential when communicating with clients.
- Enthusiastic at all time to make sure the client issues are resolved.

Problem Solving Skills:

- Able to deal with problems efficiently as a VSSE role.
- Strive to reach the root of the problem to resolve it by asking appropriate questions.
- Approach the situation from different points of views by using listening skills.

Teamwork Skills:

- Able to work efficiently and effectively with others as demonstrated throughout various university team projects.
- Strong leadership skills were also proven through the understanding of others' skills set and the division of work.

EDUCATION

2014 – 2017 BSc (Hons) Business & Management 2.1 (Honours) Brunel University

Key modules: Introduction to Accounting (A*), Managing information with technology (A), Strategic Management (A), Principles and Practice of Marketing (A-), Operations Management (B+), International Innovation and knowledge management (B+), Project Management (B).

Dissertation: How does customer loyalty affect Apple's success?

The research identified other factors that motivate consumers to buy Apple products. Moreover, examine the relationship between customer loyalty programs, self-image congruity, customer satisfaction and customer loyalty. The findings were supported by three models, which are the dynamic model of customer loyalty, Dick and Basu's model of customer loyalty, and the satisfaction-profit chain model.

2010 – 2014 High School American Diploma Egyptian American International School (EAIS)

Grade 12 GPA: 3.79, An Overall GPA: 3.4 (max 4.0)

Key modules: Business (A), Statistics (A), Economics (A), English (A).

ACADEMIC PROJECTS

March 2017 – Business plan for a new business idea, Baby Boom (Group Project)

Our aim was to gain profits in the next year by making Baby Boom the best choice for mummy bags that provides cheaper prices than competitors.

- I had the responsibility of leading the team and made sure the aims of the project were achieved.
- Learned to analyze the business environment and target market.
- Enhanced my teamwork skills, as project conducted in a group of 4.
- Successfully created the business plan with PEST, SWOT and Porters five forces analysis.

November 2014 – Business plan for a new business idea, Bite it & Spa (Group Project)

Our aim is to provide 3 services in one business, which are a restaurant, fish spa, and cooking challenges where customers can feel comfortable and relaxed.

- Learned to listen to other point of views and consider options.
- Learned how to create PEST and porters five forces analysis.
- Successfully created the organizational structure, business objective and business environmental analysis, and the 4ps.

WORK EXPERIENCE

- October 2019** **HSBC GSC UAE** **(Egypt)** **Phone Banker**
- Professional communication skills.
 - Excellent training in banking system and processes.
 - Explored different departments for professional and personal growth.
 - Excellent flexibility and time management.
- December 2017- April 2019** **Vodafone UK** **(Egypt)** **VSSE**
- Improved communication skills, as dealt with a lot of customers.
 - Approach the situation from different points of views.
 - Enhanced my time management skills.
- November 2014 – February 2015** **Kleeneze** **(UK)** **Independent Distributor**
- Tracked all orders and made sure they were delivered on time.
 - Professionally trained on how to talk to customers, which improved my communication skills.
 - Provided excellent customer service.
- December 2012 – January 2013** **Accessories shop** **(Egypt)** **Self-employed**
- Designed bracelets and necklaces, and sold them in a shop.
 - Marketed the products on social media websites.
 - Provided excellent customer service, and took special requests from my customers.
 - Successfully made profit and gave 20% of that profit to charities.

KEY ACHIEVEMENTS

- 2014 – 2017 London**
- **President** of the Egyptian Society at Brunel.
 - **Committee Member** of the Act of Kindness society.
 - **Committee Member** of the boxing team where I help setup and organize events.
 - Level 1 representative for my course; attended board of studies meetings in Brunel.
- 2012 -2013 Egypt**
- **Volunteering** – I volunteered in many different events like charities, and orphanages.
 - **Poetry** – competing with five schools, I won first place in the poetry competition.
 - **Theatre** – participated in more than five acts in school and helped with the decorations.

SKILLS SUMMARY

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- Excellent communication skills
- Excellent time management
- Strong teamwork skills
- Excellent use of SPSS
- Customer service skills
- Excellent use of Microsoft Office

INTERESTS

- **Active member in numerous university societies.**
- Photography – enjoy taking photos of nature
- Sports –swimming, boxing, and gym
- Music – play instruments in my spare time

References – available upon request