

Salma Kamal EL-Din Hamed

Personal Details

Email:	Salmakamal107@gmail.com
Phone No.:	+20 1111863139
Address:	Sporting – Alexandria – Egypt
LinkedIn Profile:	Salma kamal ELdin LinkedIn
Date of Birth:	11/11/1988
Marital Status	Single

Professional Experience



Human Resources Business Partner
Fathalla & Co.- Nexia International

Feb 2023 – Current

1. Hiring: Finding and selecting new employees for the company. This includes advertising job openings, reviewing resumes, interviewing candidates, and choosing the best fit for the job.

2. Employee Relations: Handling any issues or conflicts that arise between employees and helping to create a positive work environment. Making sure that company policies are followed.

3. Training and Development: Identifying areas where employees need more training and organizing programs to improve their skills and knowledge. This can involve arranging for outside trainers or conducting training sessions yourself.

4. Performance Management: Setting goals for employees and evaluating their performance. Providing feedback and support to help them improve. Addressing any performance-related problems that may arise.

5. Compensation and Benefits: Managing the company's pay and benefits programs. This includes conducting salary reviews, administering bonuses, and making sure employees receive the benefits they are entitled to.

6. Compliance: Ensuring that the company follows all employment laws and regulations. Handling employee complaints or disciplinary actions. Keeping accurate records of employee information.

7. HR Policies and Procedures: Developing and updating company policies and procedures related to human resources. Making sure that these policies are communicated to employees and applied consistently.

8. Employee Engagement and Retention: Finding ways to keep employees satisfied and motivated in their jobs. This can involve conducting surveys, organizing employee recognition programs, and promoting work-life balance.

9. HR Metrics and Reporting: Tracking and analyzing HR data, such as employee turnover or training effectiveness. Creating reports and providing information to management to help them make informed decisions.

10. HR Strategy and Planning: Working with top management to develop HR strategies that support the company's goals. Helping with workforce planning, talent management, and organizational development.



Business Development Manager
Fathalla & Co.- Nexia International

Oct 2021 – Current

- Creating and executing a plan to find new business opportunities for the firm.
- Finding and connecting with potential clients who may be interested in the firm's audit services.
- Keeping up with industry trends and changes to understand client needs better.
- Building and maintaining relationships with clients, understanding their challenges, and explaining how the firm's audit services can help them.
- Developing proposals and negotiating contracts with clients.
- Working closely with internal teams to ensure client needs are met.
- Tracking and evaluating the success of business development efforts.
- Representing the firm at industry events and conferences.



Smouha Sporting Club • Part-time
Media communication specialist

Nov/2021 - Nov /2022

- **Media Relations:** Develop and maintain relationships with media outlets, journalists, and influencers. Proactively pitch and secure media coverage for the organization and its initiatives. Respond to media inquiries, arrange interviews, and provide timely and accurate information.
- **Communication Strategy:** Develop and implement comprehensive communication strategies aligned with organizational goals. Identify target audiences and craft compelling messages that resonate with them. Determine appropriate media channels and communication tactics to achieve desired outcomes.
- **Content Creation:** Create engaging and persuasive content for various media channels, including press releases, articles, blog posts, social media posts, and promotional materials. Ensure consistency in messaging and brand voice across all communication materials. Incorporate storytelling techniques to effectively convey key messages and capture audience attention.
- **Social Media Management:** Develop and execute social media strategies to enhance brand visibility and engage with target audiences. Create and curate compelling content for social media platforms, ensuring consistency with the overall communication strategy. Monitor social media channels, respond to comments and inquiries, and analyze performance metrics to drive continuous improvement.
- **Measurement and Reporting:** Track and analyze media coverage, social media metrics, and other relevant data to evaluate the effectiveness of communication efforts. Generate reports and presentations to communicate key findings and insights to senior management. Use data-driven insights to make informed recommendations for optimizing communication strategies



Zener Marine Services LLC
Operation Manager

Aug 2019 – Sep 2021

1. Managing daily operations: oversee the day-to-day activities of the company, ensuring smooth operations and efficient use of resources. This includes coordinating with different departments, setting priorities, and resolving any operational issues that may arise.

2. Supervising staff: lead a team of employees, providing guidance, support, and feedback to ensure they perform their duties effectively. This involves assigning tasks, conducting performance evaluations, and promoting a positive work environment.

3. Ensuring compliance: ensure that the company operates in compliance with relevant regulations and industry standards. This may involve staying updated on maritime regulations, coordinating audits and inspections, and implementing necessary changes to maintain compliance.

5. Budgeting and cost control: be involved in budgeting and financial management for the operations department. This includes analyzing costs, identifying areas for cost reduction or optimization, and monitoring expenses to ensure they align with the allocated budget.

6. Vendor and supplier management: work with external vendors and suppliers to procure necessary equipment, materials, and services. This involves negotiating contracts, managing vendor relationships, and ensuring timely delivery of goods and services.

7. Safety and risk management: prioritize and maintain a strong focus on safety measures and risk management practices. This includes implementing safety protocols, conducting risk assessments, and ensuring compliance with safety regulations to minimize operational risks.



Zener Marine Services LLC
Senior Admin

Aug 2019 – Sep 2021

1. Administrative Support: Provide high-level administrative support to executives or senior management, including managing calendars, scheduling meetings, handling correspondence, and coordinating travel arrangements.

2. Office Management: Oversee and manage the daily operations of the office, including supervising administrative staff, maintaining office supplies, and ensuring a well-organized and efficient work environment.

3. Documentation and Reporting: Prepare and review various documents, reports, and presentations for internal and external stakeholders. This may include drafting correspondence, creating spreadsheets, and generating reports.

4. Project Coordination: Assist in the coordination and management of projects, including tracking project timelines, milestones, and deliverables. Collaborate with cross-functional teams to ensure project goals are achieved.

5. Communication and Correspondence: Serve as a point of contact for internal and external stakeholders. Manage incoming and outgoing communications, prioritize requests, and handle sensitive and confidential information with discretion.



National Bank of Egypt
Relationship Manager platinum Clients

Aug 2014 – Dec 2022

1. Client Relationship Management: Serve as the main point of contact for a portfolio of platinum clients. Build and nurture long-term relationships, understand their financial needs, and provide personalized banking solutions.

2. Financial Advisory: Offer expert financial advice to clients based on their investment goals, risk tolerance, and financial situation. Provide guidance on wealth management, asset allocation, retirement planning, and other financial matters.

3. Portfolio Management: Monitor and manage clients' investment portfolios, ensuring alignment with their financial objectives and risk tolerance. Regularly review portfolio performance, recommend adjustments, and provide updates to clients.

4. Cross-Selling and Upselling: Identify opportunities to cross-sell and upsell a range of banking products and services, including loans, mortgages, credit cards, insurance, and investment products. Work closely with product specialists to meet client needs and achieve sales targets.

5. Risk Assessment and Compliance: Conduct thorough risk assessments for clients, considering factors such as creditworthiness, regulatory compliance, and potential risks to the bank. Ensure compliance with internal policies, legal regulations, and anti-money laundering (AML) procedures.

1. Assist customers with account-related inquiries, such as balances, transactions, statements, and account maintenance.
2. Develop a thorough understanding of the bank's products and services and provide accurate information to customers.
3. Guide customers through the process of opening new accounts, ensuring accurate documentation.
4. Identify opportunities to cross-sell additional banking products and services based on customer needs.
5. Build and maintain strong customer relationships by providing personalized and attentive service.
6. Follow up with customers to address any outstanding issues or provide updates on requested services.

Academic Qualifications



Bachelor Degree of Business Administration

Arab Academy for Science, Technology and Maritime Transport 2009 – 2012

- GPA = 3.49/4 Excellent Grade



Professional Diploma Advanced Human Resources Management

Arab Academy for Science, Technology and Maritime Transport 2023

- In Progress

Linguistics

Arabic	Mother Tongue
English	Equivalent to native profession of both written and spoken commands
French	Fair commands of both written and spoken

Software & Computer Skill

1. Software Proficiency:

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Customer Relationship Management (CRM) software (e.g., Salesforce, HubSpot)
- Project Management software (e.g., Asana, Trello)
- Accounting software (e.g., QuickBooks, Xero)
- Data Analysis software (e.g., Excel, SPSS, Tableau)

2. Operating Systems:

- Windows (all versions)
- macOS

3. Database Management:

- Experience with MySQL and Oracle Database
- Familiarity with database querying and reporting tools (e.g., SQL Server Management Studio)

4. Graphic Design:

- Adobe Photoshop: Image editing and manipulation
- Adobe Illustrator: Vector graphics creation
- Adobe InDesign: Layout and publication design

Certifications

1. Database Management Essentials

Arab Academy for Science, Technology and Maritime Transport 02/2010 - 05/2010

2. Business Etiquette

Quest for Human Development 03/2013 - 03/2013

3. Communication Skills

Quest for Human Development 04/2013 – 04/2013

4. Basic Banking Certificate

Commercial International Bank 3/2014 – 04/2014

5. Forgery & Farud

National Bank of Egypt 08/2014 – 08/2014

6. Basic Banking Certificate

National Bank of Egypt 09/2014 – 09/2014