

**Sally Mustafa Kamal**

**Mobile : +201118695750**

**Email : kamalsally89@gmail.com**

**Address: Egypt, Cairo**

|  |
| --- |
| **Personal**  **Information** |

Marital status: Married Date of Birth: 03/03/1980

Nationality: Sudanese Place of Birth: Port Sudan, Sudan

|  |
| --- |
| **Education** |

**October 2014 Sudan International University** **Khartoum, Sudan**

Master Degree of Business Administration (Specialization Marketing Management)

**December 2010 Neelain University Khartoum, Sudan**  B.Sc. Degree of Business Administration

|  |
| --- |
| **Professional experience** |

**11/2013 – Present Selected Seeds Agricultural Khartoum, Sudan** [www.selectedseeds.com.au](http://www.selectedseeds.com.au/)

# Head of finance and Marketing Departments

Selected Seeds is an Australian company with branches in the Middle East, and Africa, including Sudan branch. Over 50 years’ experience services a global forage seed markets. Has built and providing the quality seed needed to help farmers increase production and make better returns. And Linking forage quality and animal nutrition. My responsibility is:

* Create awareness of and develop the brand.
* Communicate with target audiences and develop customer relationships.
* Establishing marketing plans, advertising, direct marketing, and campaigns.
* Support and Communicate the brand identity with the team in delivering agreed activities.
* source advertising opportunities and place adverts
* organize and attend events such as conferences, seminars, receptions and exhibitions
* maintain and update customer databases
* conduct market research, for example using customer questionnaires and focus groups
* develop and implement a marketing strategy (often as part of a wider sales and marketing program)
* monitor and report on competitor activity
* Oversee and manage the marketing budget.
* - Negotiating Sales contracts and deals.

During the same time I'm covering and leading also the Financial team with the below responsibilities:

* Oversee the financial strategic planning of the company by evaluating its performance and potential risks.
* Perform regular financial analysis.
* Develop budgets that meet the requirements of company departments.
* Establish targets and manage all accounting and finance employees including management accountants and internal auditors.
* Supervise all audit and internal control processes. Gather and monitor financial issues such as sales revenues and liabilities, etc.
* Prepare detailed reports on the company’s financial performance, monthly, quarterly, and annual statements (balance sheets and income statements). In addition to Perform month-end and year-end close processes.
* Guarantee compliance with financial laws and guidelines.
* Recognize patterns in company spending, revenue, and recommend solutions to any problem areas.
* Coordinate with external financial entities on behalf of the company.
* Managing and organize all payments and government transactions (taxes, customs, etc.)
* Following Bank accounts and statements.

At the beginning of my inauguration to the company, I held the position below, and my responsibilities are summarized in the following:

# Office Manager

* Write and following all of the correspondences related sales and administration.
* Follow the clearance of every imported item.
* Inventory control, office staff supervision, and task delegation.
* Develop organizational procedures and systems for office personnel, including filing, billing, accounts payable, payroll, and scheduling.
* Improve employee and client retention rates through active communication and problem-solving efforts.
* organizing meetings and managing databases
* Manage employee schedules and troubleshoot scheduling conflicts as they arise.
* Attending meetings with senior management.
* Order supplies and equipment as needed.
* Establish a team atmosphere through leadership and employee development. - Mediating staff issues

**12/2010 –11/2013 Senopper Hotel Khartoum –Sudan** [senopperhotels.com](http://senopperhotels.com/)

**Assistant front office Manager.**

Senopper Hotel is a luxury 4 Star hotel based in Khartoum. During this period I was responsible as for:

* Reserving for rooms and confirming by Phone, email, and Fax and
* Handling ( Check-In / Check-Out )
* Answer the phone, take messages, and redirect calls to appropriate offices.
* Solving Guest Complaints
* Offering rates and offers for Companies and organizations.
* Preparing a daily report to the General Manager.
* Handle complaints and specific customers’ requests
* Ensure the company’s policies and security requirements are met
* Assist in planning company events, meetings, luncheons, and employee team building activities or special projects as needed

|  |
| --- |
| **Software** |

* Excellent user of All Microsoft Office.
* Advanced knowledge of MS Excel and Accounting software (ERP Manager Program).

|  |
| --- |
| **Languages** |

* I have a Very Good Command of Written and Spoken English.
* Arabic Mother Tongue.

|  |
| --- |
| **Additional Qualifications &Trainings** |

* High Diploma in Computer Science.
* Comboni High Secondary School Certificate.
* ISO 9001:2000 Training Certificate.
* Internal Auditors Integrated Management System Training Certificate I attended several of training and seminars as follows:
  + Awareness training for ISO Integrated Management Procedures.
  + Standard Documents Formatting Training Information.

|  |
| --- |
| **Skills** |

* Very active and productive personality, enjoying, Professional report writing, handling large scale of responsibilities, strong managerial skills.
* Expertise in managing high profile initiatives and critical projects in support of top executives.
* Excellent Communication Skills with the ability to communicate at all levels.
* Excellent written and verbal communication expertise.
* The ability to establish a team atmosphere through leadership and employee development.
* Maintaining professionalism in the workplace.