

Rawa Rasul

Experienced Administrative and Marketing Professional

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- Multilingual, with a Master of Business Administration from the UK.
- Six years of solid experience providing marketing and administrative services at Lafarge, the world's largest producer of building materials, and in the American University of Iraq, the premier higher education institution in Iraq.
- Coordinated the successful launch of a \$2 million product on-time and on-budget, which led to an increase in market share of the company by 22% over a period of 3 years.
- Technologically proficient and extremely organized with attention to detail, belief in hard work, and commitment to success. My inquisitive mind, meticulousness, and communication skills inform my natural desire to overcome challenges with creativity and innovation.

Willing to relocate: Anywhere

Work Experience

Administrative Coordinator

American University of Iraq (AUIS) - Sulaimani - Iraq

October 2017 to April 2018

- Coordinated the day-to-day activities of the graduate programs and was the focal point of the MBA program. Provided initial response to student needs and concerns on an ongoing basis.
- Tracked and monitored student attendance, documented staffing and recruitment information, and maintained confidential information about both staff and students' statuses.
- Liaised and coordinated with the University's other offices and departments to ensure front and end activities.
- Through use of social media and traditional marketing, increased enrollment in the University's MBA program by 37% over a period of two years.
- Presented orientation programs for new students; prepared timetables and schedules of classes; communicated with professors about course content and forwarded relevant information to students; procured textbooks in a timely manner and booked necessary rooms and equipment for classes; documented and maintained data about student records.

Business Development Liaison

American University of Iraq (AUIS) - Sulaimani - Iraq

April 2015 to April 2018

- Provided and coordinated senior level administrative support, including proposing both department and personnel policies and programs, facilitating internal communications, and coordinating daily administrative operation, to increase productivity and promote the department's services.
- Coordinated meetings, special events, and seasonal and annual workshops such as alumni reunion and career fairs, planned and managed most aspects of these events, including travel arrangements, promotional item ordering, booth design & set-up, and in-show presentations.
- Front-line point of contact for students and clients, tracked and responded to their requests, calls, emails, and provided relevant internal and external liaison, all in order to optimize quality of service, business growth, and student satisfaction.
- Processed all administrative tasks for AUIS' Executive Team -- reported directly to the director, and also contributed to executive team discussions regarding the development of new marketing strategies.
- Delivered additional administrative tasks, such as maintaining heavy appointment calendar, taking minutes of meetings, following up with required actions, preparing presentations, maintaining and updating administrative policies and guidelines, establishing and maintaining staff and client databases, direct and social media marketing, website content updates, client satisfaction reviews, and administered monthly email newsletters and bulletins as well.

Volunteer/Teaching English

American University of Iraq (AUIS) - Sulaimani - Iraq
April 2012 to October 2017

- Volunteered to teach English classes to Syrian refugees, at several different refugee camps across the province, on several occasions, for two months each time.

Strategic Marketing Supervisor

Lafarge - Sulaimani - Iraq
September 2009 to April 2013

- Coordinated the successful launch of a \$2 million product on-time and on-budget, and devised proper strategies to overcome existing challenges in the market and increase market share by 22% over a period of 3 years.
- Conducted administrative tasks, including preparing reports, presentations, and seminars about budgets, prices, and both the company's position and also those of its competitors.
- Supervised the company's 17 sales representatives in the country, trained them, and assigned them with different duties in-line with the company's requirements.

Education

Master in Business Administration

Cardiff Metropolitan University - Cardiff
October 2013 to October 2014

B.A in Engineering Sciences

University of Sulaimani - Sulaimani

September 2004 to July 2009

Skills

SALES, ADOBE INDESIGN, CRM, CUSTOMER RELATIONSHIP MANAGEMENT, DESKTOP APPLICATIONS, Administration, Administrative Support, Marketing, Marketing Strategy, Coordinator, Project Management, Project Coordination, Translation, Analyste commercial, Analytical Thinking

Links

<http://www.linkedin.com/in/rawa-rasul>

Additional Information

Languages: English (Fluent: TOEFL iBT Score 109/120 | IELTS 8.5/9); Kurdish (Native); Arabic (Moderate).

- Received MBA degree with (Distinction) honours (GPA: 4). Received (Hugh James Award) for best MBA student in the field of Human Resource Management.

- Taken extra training in customer portfolio management, sales skills, customer relationship management (CRM), and project management professional (PMP).

- Highly proficient in utilizing a variety of desktop applications, including Microsoft Office Suite, social media platforms for professional use, online surveying tools (e.g. Survey Monkey), and Oracle systems, among others. Working knowledge of Adobe InDesign and Illustrator.