

Aya Elfatih



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Address

Egypt, Elmhohandseen, Giza, 12655

Date of birth

09/02/1997

Language

Arabic

English

Expertise

- Customer Service
- Time Management
- Interpersonal Skills
- Technical Proficiency
- Detail Orientation
- Adaptability
- Team Collaboration
- Disciplined

Skills

- Client relationship management
- Exceptional interpersonal skills.
- Proficient in electronic banking transactions (EBAT), Oracle 8 SQL *plus, and Microsoft Access 2003.
- Proficient in Excel and MS Office Graphics.
- Strong organizational skills and time management.
- Digital marketing and Social media marketing.

Summary

Banking and finance graduate with a strong foundation in financial principles and practices. Highly skilled in communication, time management, and teamwork. Quick learner who is dedicated to providing excellent service and contributing to the success of an organization.

Education

Bachelor of Banking and Financial Studies

Sudan Academy for banking and financial sciences 2013 - 2017

- Graduated with a Bachelor's degree in Banking and Financial Studies, achieving a very good grade with second-class honours.

Experiences

Marketing Manager

7M Marketing Company | Abu Dhabi, UAE

Dec 2022 - May 2023

- Developed and executed comprehensive marketing strategies for architecture firms, focusing on brand awareness and lead generation.
- Led and guided a team of marketing professionals to successfully implement marketing campaigns.
- Create engaging content such as blog posts, case studies, and social media.
- Use digital marketing techniques, including SEO, social media marketing, and email marketing.
- Monitor and analyze key marketing metrics and KPIs.
- Build strong customer relationships by acting as a key point of contact and providing regular campaign updates.
- Managed the company's social media presence, growing the follower base by 50%.

Accountant

ZRM Group | Cairo, Egypt

June 2019 - June 2022

- Collaborated with the General Accountant to manage and maintain financial records, ensuring accuracy and compliance with accounting principles and regulations.
- Managed bookkeeping, customer invoicing, and payment.
- Supported administrative and financial functions.
- Supported financial audits by providing necessary documentation, explanations, and support to auditors, facilitating a smooth and successful audit process.
- Assisted in the preparation of financial statements, including balance sheets, income statements, and cash flow statements, to provide accurate and timely financial information for decision-making purposes.

Training

Internship - all sections of the branch

Khartoum Bank | Omdurman, Sudan

Aug 2016 - Sep 2016

Completed a comprehensive training/internship program at Khartoum Bank, gaining exposure to and practical experience in all sections of the branch.

- Rotated through various departments, including customer service, Sales and Marketing, operations, loans, and compliance.
- providing excellent customer service by resolving inquiries, handling transactions, and addressing customer needs efficiently and professionally.
- Learned about the lending process, including loan documentation, credit analysis, and loan servicing, while assisting the loans department.
- Developed a strong understanding of banking systems and software used for various banking functions, enhancing technical proficiency in the field.

Courses

- Customer Relationship Manager.
- Social Media Marketing.