



SKILLS

- Energetic, quick learner, and highly adaptable
- Ability to work under pressure
- Computing: Microsoft Office Application – Microsoft Word, Power Point and Excel.
- Strong, Pleasant, independent personality & highly organized.
- Team player and ability to inspire and lead by example
- Analytical, Organizing, Planning, Prioritizing
- Patient ability to work under pressure
- Friendly and Cheerful outlook
- Excellent interpersonal skills

CONTACT

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Nationality
British

HOBBIES

Horse Riding
Painting
Photography

SAFIYA AL SHIBANI

PROFILE

A highly experienced person with start-up expertise. Worked in organization in a variety of roles within media, Advertising, Sales and Marketing industries. I am keen to start working in Oman again after around 2 decades of working in Dubai. I started my career in Oman 1988 and worked for a total 8 years, spending 2 years in Petroleum Development Oman and 6 years at the Central bank of Oman. I moved to Dubai in 1996 and worked in Dubai Chamber of Commerce and Industry.

The roles I have worked in are as follows, CEO/ Media Production Manager/ Operations Manager/Executive Assistant/ Administrator and Accounts Assistant in Large organizations.

Having set up three Media Production Studios in Dubai, UAE and hired as a consultant for a Media production set up in Saudi Arabia called 'E-Studios' in 2001, I have gained so much experience in a managerial role as a team leader whilst also applying my accounting knowledge in the organizations previously mentioned. I have shown myself to be a leader/team player and self-motivated, committed and determined in achieving my goals and the organizations expectations.

WORK EXPERIENCE

OMAN CABLES INDUSTRIES, SULTANATE OF OMAN – 2017 till Date



Marketing Specialist Responsibilities

- Coordinating all Commercial tools for sales team requirements, sample boards, product catalogues, Gift Items /Give-away Materials for all regional offices.
- Conducting Regional Customer feedback satisfaction survey Reports: The survey outcome serves as a benchmark towards monitoring our performance and evaluating our customer needs which are then reflected through our strategies with an objective towards increasing the quality of customer experience for higher customer retention and satisfaction levels.
- Overseeing marketing campaigns - Internal + External
- Dealing with Supplier for all Marketing Material Printing & Other Requirements
- Promotional activities - For Distributors & Customers.
- Customer Due Diligence
- IMS Dept Procedures updates
- Coordinating/assisting in organizing events and product exhibitions

- updating Customer database
- coordinating internal marketing and an organization's culture such as
- Coordinating Internal Staff training related to Products & OCI Culture
- Coordinating and Organizing in-house Technical/product training for OCI Customers
- Deep Dive research on Competition marketing media presence & target Audience.

OMAN CABLES INDUSTRIES, SULTANATE OF OMAN

Executive PA to the Chief Commercial Offer, Senior Sales Projects coordinator –

Handling of all Projects reports from all regional OCI branches and support senior managers, executives and teams, and delegate work with VIP's guests/ clients

Duties and Responsibilities:

- Commissioning work on the CCO behalf,
- Managing the CCO electronic diary,
- Organizing travel and preparing complex travel itineraries,
- Attend meetings on CCO behalf
- Attending events/meetings as the CEO Representative,
- Responsible for preparing timely reports for the Chief Officer – S&M related to Copper Metal Reporting, Customer Complaint Reports from QA, Production, etc.
- Responsible to generate and update reports through the IMS including policy update
- and intimation to the respective departments.
- Coordinate for all personal and business travels for the Chief Officer – S&M including arranging for accommodation, travel, booking tickets, meal reservations, etc.
- Handle and schedule all meeting/appointments for the Chief Officer – S&M including
- requests, cancellations, appointments, follow-up, etc.
- Ensure timely generation and delivery of all reports/agendas requested by the Chief
- Officer – S&M.
- Responsible for coordinating in scheduling and approving the annual leave for staff in
- the department.
- Check for correctness in documents sent by the staff in the department for Chief Officer-Commercial Approval.
- Staff Appraisals & KPI's reports
- Sales review reports

Emirates Studios LLC – Dubai UAE

Production Coordinator / HR and Administrative – 2000-2004

Duties and Responsibilities:

- Manages, arranges, Controls, and plans all productions in Audio and Video.

- Handled payroll processing; benefits administration such as vacation leave, sick leave, medical, and retirement benefits; and visit and employment visa processing for employees and guests
- Facilitated the renewal of trade license and office space lease



Dubai Chamber of Commerce and Industry
Accounts Departments - Reporting to CFO

- Generated monthly financial statements, Balance Sheet & Profit & Loss and IMF Board Meetings.
- Prepared and analyzed journal vouchers, general ledger reconciliations, audit schedules, intercompany accounts, provision for bad debts and aging. Facilitated communication and coordination with external auditors until finalization of the audited financial statements.



Central Bank of Oman –

Accounts Department - Reporting to CFO/Financial Vice president

Duties and Responsibilities:

- Reporting to CFO and The President HE of Central bank
- Generated monthly financial statements, Balance Sheet & Profit & Loss and IMF Board Meetings.
- Prepared and analyzed journal vouchers, general ledger reconciliations, audit schedules, intercompany accounts, provision for bad debts and aging.
- Facilitated communication and coordination with external auditors until finalization of the audited financial statements.



Petroleum Development Oman - PDO

Financial Accounting – Reporting to Finance Manger

- Prepared and analyzed journal vouchers, general ledger reconciliations, audit schedules and intercompany accounts
- Bad debts and aging.
- Prepared payment vouchers and check printing; reconciled creditor/vendor accounts.
- Prepared sales invoice; monitored collections; reconciled debtor/customer accounts.
- Generated monthly financial statements; performed analysis of P&L variance.
- Facilitated communication and coordination with external auditors until finalization of the audit financial statement

EDUCATION

Institute of Banks - Oman

Diploma in Banking, Finance and Economics **University of Oxford, UK**
'O' Level Art
City of Portsmouth girls' school -UK
Primary to Secondary (GCSE)

CERTIFICATIONS

Micro soft - Excel/word/PowerPoint

ACHIEVEMENT



Taimur Media Production

Co-Owner - 2016

Implement a media operations/administration policy and procedure production system and development a financial business plan for the next 3 years.

Build long term business relationship by offering them a business proposal with preferential rates and production discounts on projects valued above AED 100,000/-

Highlights of Achievements

Established the Media Studio from implementation of the build, interior layout, and design, purchasing of the studio equipment, financial projections, Hiring of Production Engineers, and production staff.

Developed and implemented the studio operations system to ensure projects and clients requirements are handled professionally and efficiently.

Winning advertisings agencies and Government contracts with billings of AED 500,000/- annually by negotiated long-term contracts with clients to insure regular income to increase cash flow performance by 30% annually for the company.