



## Shaikh Rukhsana Abdul Rahim

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### PROFESSIONAL SUMMARY

- Overall experience of 15+ years, with more than 3 years of experience in Dubai.
- Wide knowledge and Expertise in Financial Sector.
- Expertise in formulating and implementing Organizational Processes to enhance Customer Satisfaction thereby bringing goodwill to the organization.
- Proficient in Managerial and Administrative Skills enabling the smooth run of the Office.
- Possess Exclusive Quality of "Execution Of Work".

### SKILLS

▲ Communication Skills	▲ Team work Skills
▲ Leadership and Management Skills	▲ Analytical thinking and problem solving
▲ Time Management	▲ Training

### ORGANIZATIONAL HIGHLIGHTS

#### **PRIDE GROUP – DUBAI: March 15, 2016 – Till Date**

##### **Secretary to CEO**

##### **Roles and Responsibilities**

Prime responsibility is to provide logistical support and office coordination to the organization. The position is responsible for providing assistance to the CEO, providing general office management, and meeting and event coordination.

- Maintain Dairy of CEO and calendar management.
- Comprehensive support services to the CEO for the growth of the organization.
- Corresponds on e-mails, phone messages. Handles visitors and guests with grace and professionalism
- Schedule Internal and External meetings, take notes and distributes agendas and meeting minutes.
- Provides complex travel arrangements. Profound Knowledge in applying Visas for countries such as UK, USA, Schengen areas and few others. Available during travel times to quickly address any last minute changes or cancellations.
- Maintains confidentiality with high degree of discretion.
- Carry out HR basic activities.
- Acts as a liaison with the Board of Directors as needed.
- Acts as a liaison and coordinates with different offices and departments situated across the globe.
- Works collaboratively in a team environment with a spirit of cooperation and as a relationship builder.
- Provides systematic and dependable follow up.
- Provides timely and proactive management of the organization's office environment.
- Act strategically and provide positive and energetic attitude while providing sound judgment.
- Carry out Supervisory responsibility adhering to Organization's policies and applicable laws.
- Act as an Office Manager ensuring smooth running of the organization with day-to –day activity

## **ORION FAMILY MEDICAL CENTRE – DUBAI: July 2, 2014 – December 31, 2015**

### **Administrator & Marketing Coordinator**

#### **Roles and Responsibilities**

- One point contact for Medical Centre administration. Responsible for the day to day running of Clinic
- Administrative activities & facilities management
- Assure clinic is open and appropriately staffed during regularly scheduled hours and special events and that all facilities and equipment are available, operational, safe, and clean.
- Communicate and ensure compliance with company policies and procedures. Address performance and disciplinary issues.
- Interact with customers, review customer feedback, and address customer service issues.
- Communicate Internally & Externally
- Inspect and maintain records on facilities and equipment.
- Perform front-end registration and/or clinical tasks as a back-up in case of absence or high demand
- Strong negotiator for all new suppliers
- Supervisor for Front Office Desk / Reception. Floor Manager.
- Liaise with HR for guidelines
- Executing Marketing Plans & Strategies laid down by the Top Management.

## **ICICI SECURITIES LIMITED – MUMBAI, INDIA: January 15, 2007 – 30<sup>th</sup> June 2014**

### **➤ Senior Manager – Apr 2013- 30<sup>th</sup> June 2014**

#### **Roles and Responsibilities**

- Overall owner for servicing NRI customers. One Point Contact from the Corporate Office to resolve high end customer complaints & Escalations. This involved coordinating with operations team too and also led to process changes which got implemented at the organizational level.
- Handled different projects to drive Service for better Customer Experience. Major role for driving, “Community”, an online Service Forum for ICICIdirect.com
- Set a process of welcome calling for US based NRI customers.
- Set RI to NRI process to ensure smooth transition of account from Resident Indian to NON Resident status.
- Liaisoning with various internal departments like IT, Legal, Operations and Product, Sales to ensure an uninterrupted Customer Service Delivery.
- Training – India team (across India) and Overseas team (Dubai) in Product & Process.
- Handling User Acceptance Test (UAT) for various projects to ensure the logical flow of the process.

#### **Major Achievements**

- ☐ Target achiever. 10% accounts sourced and opened from US channel till October 2013.
- ☐ Opened up the process of USA welcome calling as per compliance which was earlier not possible.
- ☐ Implemented Life cycle of customers – Lead conversion, On boarding, Conversion to Trade through the outbound channel.
- ☐ Lead Management- capturing of leads from ICICI Bank for customers changing their Residential status. This channel was unutilized earlier. About 100 customer lead generated every month.

### **➤ Manager – Apr 2010- March 2013**

#### **Roles and Responsibilities**

- ☐ Overseas Acquisition
- ☐ Product Development
- ☐ Training & Process Improvements

## **Achievements**

- One Point contact from Corporate office for servicing NRI Customers.
- Successfully launched a Business Channel (outsourced) for NRI account opening, ensuring vendor's compliance to service level agreements, governance structure and processes. Additional 30 accounts from overseas channel every month which is 17% of overall sourcing.
- NRI Form revamping which reduced the form size from 45 pages to 23 pages thus reducing the franking / printing cost to the company by 50% per form.
- Designing of NRI page on website www.icicidirect.com that provides information on Product and Services to NRI ICICIdirect customers which helped in online customer activation. This helped in reducing international outbound calls to customers.
- Have set up a "Centralized Rectification Desk" to service and assist exclusively to those NRI customers who have left the country after form filling in India. This ensured opening of all the forms earlier lying under rejection.
- Certificate of Appreciation for exemplary performance and dedication in successful launch of Insta Help and Service@Fingertips projects (2011)
- Awarded for "Execution " of assignments (2013)

### ➤ **Assistant Manager – Jan 2007- March 2010**

#### **Roles and Responsibilities**

- Product Support for Sales Team. Handled a team of two officers responsible to co-ordinate with Sales team for assisting them in resolving customer queries.
- Ensured 100% compliance and customer satisfaction

#### **Achievements**

- ☐ Awarded with a trophy on exemplary Performance & Dedication in steering NRI Business (2009)
- ☐ Reduced TAT (Turn Around Time ) for resolving customer queries.

## **PRUDENTIAL PROCESS MANAGMT SERVICES INDIA PVT Ltd – MUMBAI, INDIA: June 2007 – December 2008**

### ➤ **Insurance Associate - Jan 2007 – March 2010**

#### **Roles and Responsibilities**

- Processing pension policies of UK customers. Issuing transfer quotes on their Pension schemes.
- Writing Business Letters. Addressing complaints related to their pension policies.

## **ICICI BANK LIMITED: September, 2003 – June, 2006**

### ☐ **Customer Service Officer**

#### **Roles and Responsibilities**

- Complaint logging, tracking and closing in CRM. Solve customer disputes and queries.
- Ensuring complete resolution within TAT (Turn Around Time)
- Placing online orders in NSE & BSE exchange for purchase and sell of shares through Call N Trade channel on customer request, holding ICICIdirect.com account.
- Serviced customers through Call and E-mail channel.

#### **Achievements**

- ☐ Have been awarded with Highest Quality Scores (2004)

## **PROFESSIONAL SOFTWARE APPLICATIONS SKILLS**

- ☐ CRM – capturing customer request, complaints, and queries for resolution by the back end team.
- ☐ DP Secure – provides details of customer shareholding.
- ☐ Infopool – Customer Data management and capturing system
- ☐ Trading Screen – Online transactions related information of the customers.

## **AREAS OF STRENGTH**

- ☐ Strong Understanding of FEMA (Foreign Exchange Management Act) guidelines, NSDL norms.
- ☐ Clear understanding of banking process related to online stock broking.
- ☐ Excellent understanding of NRI concepts related to PINS & NON PINS

## **SOFT SKILLS AND MANAGEMENT SKILLS**

- ☐ Excellent Communication Interpersonal skills
- ☐ Team Handling Skills & Self Motivated

## **ACADEMIC CREDENTIALS**

- ☐ Bachelor In Arts majored in Economics, Mumbai University, 2001-02 -55%
- ☐ HSC specialized in Office Management, Mumbai University, 1998-99 -63%
- ☐ NSE Certification ( NCFM ) in Capital Market – 71%
- ☐ NSE Certification ( NCFM ) in Derivatives -69.75%
- ☐ NSE Certification ( NCFM ) in Commodity – 85.25%
- ☐ NISM-Series-VII: Securities Operations and Risk Management Certification Examination – 71%

## **LANGUAGES KNOWN**

- ☐ English – Fluent
- ☐ Hindi – Fluent
- ☐ Urdu – Fluent

## **PERSONAL DETAILS**

- ☐ DOB : 26th Aug' 1980
- ☐ Gender : Female
- ☐ Marital status : Married
- ☐ Passport : J1637078
- ☐ Visa Status : Residential