

ZoAlfagar Boshra Adam

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Senior Public Relations and Human Resources Administrative

Summery

Dynamic and results-driven Senior Public Relations and Human Resources Administrative professional with over a decade of experience. Proactively oversee travel arrangements, events, and PR strategies to enhance brand reputation. Efficiently manage administrative tasks, financial operations, and vendor relationships, ensuring compliance with policies and regulations. Collaborative leader with a proactive problem-solving approach and a commitment to continuous improvement. Excels in multitasking, maintaining confidentiality, and upholding professionalism at all times.

Experience

Electronic banking services Co, Ltd. (EBS)
Senior Public Relations and Human Resources Administrative

2012 – Present
Khartoum – Sudan

Electronic Banking Services Company: Is the technical arm of the Central Bank of Sudan, is dedicated to advancing electronic banking services. Specialize in introducing cutting-edge technologies, executing projects for banking technologies, and serving major banks, fintech, telecom companies, and governmental sectors in Sudan.

Responsibilities:

- Overseeing and organizing travel arrangements for both employees and senior management.
- Supervising procedures for foreign visitors and managing their accommodations during their stay.
- Coordinating internal events and activities for employees.
- overseeing the annual general assembly event.
- Overseeing the maintenance and upkeep of the organization's facilities, including offices, equipment, and infrastructure.
- Developing and implementing PR strategies to promote the organization's image and reputation.
- Creating press releases, media kits, and other materials to communicate key messages to the public.
- Organizing events, press conferences, and other promotional activities.
- Monitoring media coverage and analyzing results to assess the effectiveness of PR campaigns.
- Managing administrative tasks related to both PR and HR functions, such as scheduling meetings, preparing reports, and handling correspondence.
- Assisting in the development and monitoring of departmental budgets, tracking expenses, and preparing financial reports.
- Managing relationships with vendors and service providers, including negotiating contracts, overseeing service delivery, and resolving issues.
- Coordinating logistics for events, meetings, and interviews.
- Handling budgeting and financial management for PR and HR activities.
- Supervising administrative staff and delegating tasks as needed.
- Ensuring compliance with organizational policies and procedures.
- Keeping abreast of industry trends and best practices in PR and HR.
- Collaborating with other departments to support organizational goals and initiatives.

Electronic banking services Co, Ltd. (EBS)
Public Relations and Executive Office Officer

2008 – 2012
Khartoum – Sudan

Responsibilities:

- Acted as a liaison between executives, departments, and external stakeholders.
- Managed executive travel arrangements and accommodations.
- Assisted with special projects or initiatives as assigned by executives.
- Coordinated with administrative staff for smooth operation of the executive office.
- Prioritized tasks and managed multiple projects simultaneously.
- Represented the executive office in internal and external communications.
- Orchestrated event preparation and ensured seamless execution and guest satisfaction.
- Crafted polished official publications and documents with consistency and professionalism.
- Supervised exhibitions and workshops internally and externally, showcasing attention to detail and commitment to excellence.

Electronic banking services Co, Ltd. (EBS)
Administrative Affairs Officer

2003 - 2008
Khartoum – Sudan

Responsibilities:

- Overseen the maintenance and upkeep of the organization's facilities, including offices, equipment, and infrastructure.
- Ensured efficient operation of administrative functions such as reception, filing systems, and office supplies procurement.
- Implemented organizational policies and procedures and ensured compliance with relevant regulations.
- Maintained accurate and up-to-date records, both electronic and physical, and ensured compliance with data protection regulations.
- Assisted in the development and revision of organizational policies and procedures as needed.
- Ensured compliance with health and safety regulations, conducted risk assessments, and implemented safety measures as necessary.
- Provided support to other team members and departments as needed, including administrative assistance and coordination of tasks.

Education

Bachelor With Honors in Accounting.
Sudan University of Science and Technology.

1998 - 2002
Khartoum – Sudan

Diploma in Economics.
Elnileen University.

1999 - 2002
Khartoum – Sudan

Skills

Language: Arabic | English.

Microsoft office Suite | Organizational Skills | Collaboration and Communication |Attention to Detail| Problem-solving |Financial Management |Negotiation |Leadership |Adaptability| Confidentiality |Event Management |Writing Skills |Regulatory Compliance| Teamwork |Research Skills |Presentation Skills | Multitasking | Time Management | Self Motivated.

Additional Education/Certification:

Job performance evaluation, Top Talent Training Center.

January 2023

Professional Diploma in Public Relations and Media Management, Arab Federation for Human Resources Development.

December 2011

Professional Designation Public Relations and Media Management, American Council For Accredited Certificates.

December 2011

Foundations of public relations and media in crisis management, Top Center for Training, Consultancy & Quality Services.

June 2011

Administrative effectiveness, Hyderabad Academy for TECH & Future Studies.

May 2009