

## Contact

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## Top Skills

Diplomatics  
Risk Management  
Collaborative Problem Solving

## Languages

Arabic (Native or Bilingual)  
English (Professional Working)

## Certifications

Lead Auditor QMS ISO 9001  
Lead Auditor EMS ISO 14001  
Lead Auditor ISO 45001  
Data analysis Training Course  
Marketing principles

# Eman Ali

QA & Business Developer @ GCB | Lead Auditor QMS ISO 9001, OH&S ISO 45001, EMS ISO 14001

Alexandria, Egypt

## Summary

With over a decade of experience in business development, sales management, and quality assurance, I am passionate about helping organizations and individuals reach their full potential. My career spans diverse industries, with a recent focus on business consulting, training, and quality management.

I specialize in B2B and B2C sales strategies, driving revenue growth through data-driven decisions, innovative marketing tactics, and strong client relationships. As a certified ISO Lead Auditor, I bring a rigorous approach to quality assurance and continuous improvement, ensuring that processes meet the highest industry standards.

Throughout my career, I have:

- Led cross-functional teams to exceed sales targets and expand market share.
- Designed and facilitated impactful training programs for professionals and organizations.
- Implemented quality management systems (QMS ISO 9001:2015), driving operational excellence.
- Fostered long-term partnerships with clients through outstanding customer service and relationship management.

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## Experience

GCB

QA & Business Developer

January 2019 - Present (6 years 6 months)

Egypt

Responsible for Guaranteeing the quality of services, Documenting and reporting service quality levels, document internal audits and other quality assurance activities.

Helping in obtain better brand recognition and financial growth. coordinate with sales & marketing professionals to review current market trends in order to propose new business ideas that can improve revenue margins taking into consideration Business Relationship & Customer Relationship Management.

investigate customer complaints and non-conformance issues

Collect and compile statistical quality data ,Analyze data to identify areas for improvement in the quality system

develop, recommend and monitor corrective and preventive actions

identify training needs and organize training to meet quality standards

coordinate and support on-site audits conducted by external providers

Evaluate audit findings and implement appropriate corrective actions ,monitor risk management activities ,responsible for document management systems.

assure ongoing compliance with quality and industry regulatory requirements ,also implementing Applicable Quality standards and other Legal Requirements and ensure that all Standards and other requirements are achievable within workflow.

Communicating with other team members to solve problems and find the root Cause , Write Non Conformity Report and revise it with Team

Following up with the appropriate channels when mistakes are found  
Training quality Team on all Quality processes & Standards

Providing management and control of the quality assurance processes  
Maintaining the quality of Service and Ensuring all processes are controlled and monitored  
implementing quality audits according to the Audit Program me and plans and quality assurance re views  
Documenting with Team, new and existing processes as required from standards or according to nature of our company ,  
implement quality assurance standards and procedures

QI-Quality Institution

12 years 6 months

## Technical Support

January 2018 - Present (7 years 6 months)

Egypt

Provide a Technical Support , As Auditor in some Standards ,e.g ISO 9001 ,14001,Social accountability SA8000 ,Provide Technical Support , As a part of the Consultation process .

Establish Management system According to QMS ISO 9001:2015 By Identifying Risk and opportunities, Applying in Matrix , Establish KPI's To Improve company performance ,establish objectives and plans to achieve it ,and other required procedure for companies according to requires standards they applied

## Sales Manager

January 2013 - Present (12 years 6 months)

Alexandria Egypt

Accomplishes Business Development activities and Sales Strategy by # Researching and Developing Marketing Opportunities and Plans ; Implementing Sales Plans ; Managing Sales Team, Preparing and Completing Action plans; Implementing Quality, and Customer-Service standards; Resolving problems, Identifying trends; determining system Improvements, Implementing change , to get new Lead generation and keep Current Lead generation.

Identifies Marketing Opportunities by Identifying Client requirements; Defining Market Competitor's share, and competitor's strengths and weaknesses Points , How to built Win-win Cooperation and Convert Risk to opportunity with Competitors.

Establishing targeted market share.

Train new Employees on company policies and procedures, Preparing & Establishing Training Courses from A to Z with all facilities.

Search for Engagement with new Service Providers .

Determines annual and gross-profit plans.

Provides information by collecting, analyzing, and summarizing data and trends

Negotiate contracts for win-win Situation.

Responsible for Managing different types of Social Media Channels.

Design & Approved advertisement used in Marketing .

Customer Satisfaction & Customer Support one of my main Responsibilities

Customer Services and Public Relations

January 2015 - June 2022 (7 years 6 months)

Alexandria, Egypt

Help customers with complaints and questions, Give customers information about Our services ,Delivering information about a company's offerings.

Take Their Registration for our services , and Build Database.

Attracts potential customers "New Lead Generation" by answering their questions about our services .

Collecting and analyzing customer feedback and Handling customer complaints

Establish Return and other policies relates to our services reviewing it with top management and QA

Helping customers understand the Services we provide and answering their questions about their reservations, also recommend what is the most suitable service for their requirements

Tracking customer service KPIs and metrics.

Supports and provides superior service via phones, e-mails and faxes as a receiver and caller and follow-up on customer inquiries and complaints

Updates the existing database with changes and the status of each customer/ prospective customer whenever required and complete call logs and reports so that we have a valid reference and database for our customers to ensure proper planning & to guarantee taking the right decisions.

insignia Training Center -Abu Dhabi -UAE

Training And Development Coordinator

September 2023 - November 2023 (3 months)

Abu Dhabi -UAE

responsible for planning, organizing, and overseeing training programs , identify training needs, develop training materials, schedule and coordinate training sessions

## QI & Cooperation with CPPSI

### Customer Services & Training Coordinator

April 2017 - September 2017 (6 months)

Abu Dhabi, United Arab Emirates

Provide and support Training Department in CPPSI Institute ,  
Putting Training Plan and Marketing Plan , and applying Training Courses.  
Identify Customer issues ,Handling and dealing with customers issues.  
Solving Their Problems & Complain , Build New Relationships with new  
Customers.

## TechZone Networking Services

### Senior Executive Administrator at Mohammed Bin Rashid's Smart Learning Program

November 2015 - January 2016 (3 months)

United Arab Emirates

It was honor to join in Mohammed Bin Rashid's Smart Learning Program, I worked as Senior Executive Assistant, Training Coordinator assist the Area Manager,in Managing daily activities, Provides Supplies to the Trainees by Identifying their Needs ,Receiving & Direct the Trainees,Communicated Authorized Parties to handling inner issues related to the project ,completing special tasks & coordinating information belong to trainees to establish accurate database .

## Sahabet El Khair charity association

### Senior Marketer

June 2003 - January 2013 (9 years 8 months)

Alexandria Egypt

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## Education

### Alexandria University

Associate's Degree, Educational/Instructional Technology · (2010 - 2011)

### IMFND

Facebook&Instagram Advertising · (2018)

### IMFND

SEO Fundamentals & Google Analytics , SEO Fundamentals & Google Analytics  
· (2018)

## IMFND

Twitter & Linked In Advertising , Twitter & Linked In Advertising · (2018)

## IRCA

QMS ISO 9001:2015 Lead Auditor Training Course , QMS ISO 9001:2015  
Lead Auditor Training Course · (2016)