

Rasha Ismail

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Work Experience

Saaya Health

Communication Director (Promoted)

June 2022 – Present

- Captured the attention of the **Saudi Ministry of Media** through strategic communication initiatives.
- Delivered workshops to high-profile clients, including **Bureau Veritas, Habib Bank Limited International**, and one of Saudi **Arabia's largest petroleum companies**.
- Strengthened client relationships, securing continued partnerships with key clients such as Batterjee Pharma, and Minderful.
- Represented Saaya Health at networking events, generating 40+ leads, including at Equeve IEB.
- Delivered the highly acclaimed "Boundary Setting" workshop for **HBL**, recognized as Saaya's best session.
- Achieved a 100% client satisfaction rate for workshop delivery, as reflected in client feedback.
- Developed and established the brand identity for Saaya Health, ensuring consistent messaging and visual representation across all platforms.
- Designed and facilitated workshops on topics such as:
 - Conflict Resolution
 - The Psychology of Procrastination
 - Boundary Setting
 - Cognitive Behavioral Techniques: Tools to Change Negative Thought Patterns
- Wrote informative and engaging blogs focused on mental health and wellness, contributing to the brand's content strategy and online presence.
- Cultivated strong professional relationships, earning recognition from leadership as "everyone's favorite coworker."

Hotline Agent & Team Lead

January 2022 – August 2024

- Provided immediate emotional support and crisis intervention, ensuring confidentiality and empathy.
- Assessed callers' needs, prioritized cases, and offered tailored mental health resources.
- Trained and mentored a team of hotline agents, maintaining high-quality care standards.
- Implemented process improvements, streamlining response times and enhancing service delivery.

Freelance Social Media Manager

October 2021 – March 2022

- Increased client engagement and followers through strategic social media management.
- Developed content strategies to boost brand awareness and drive measurable ROI.
- Conducted analytics to optimize campaign performance.

Sales Agent, Etisalat

August 2018 – September 2019

- Assisted members of the **royal family**, providing personalized services and support, with many requesting my assistance by name.
- Delivered exceptional customer service, contributing to client satisfaction and long-term relationships.
- Consistently exceeded targets, achieving 107% of sales goals.
- Participated in advanced sales and customer service training programs.

Freelance PR Consultant, HK Strategies

October 2017 – January 2018

- Contributed to the successful launch of the **Huawei Mate 20** campaign, providing strategic PR support.

- Collaborated with the **Honor Mobile** team to create engaging content for social media platforms, enhancing brand presence.
- Attended and provided PR support for the launch of the “**Lenovo** Virtual Reality/Augmented Reality Headset”, helping to promote the event.

Director’s Secretary, American School of Creative Science

August 2015 – June 2017

- Supported the middle and high school director with administrative tasks.
- Managed schedules, communications, and student records for **over 2,000** students across grades 4 to 12 in both boys' and girls' sections.
- Provided high-level assistance to distinguished clients, including members of the **royal families** of Sharjah and Ajman.
- Conducted live translations during various school events, ensuring clear and accurate communication between stakeholders.

Volunteering Experience:

Volunteer Social Media Manager & Writer, Good Company Lit

December 2021 – July 2022

- Created and published engaging content for social media platforms.
- Wrote articles and supported community engagement initiatives.

Volunteer Writer & representative, Freesia magazine:

September, 2018

- Conducted an in-depth interview with Dr. Suha Eid, a PhD holder in Feng Shui, for an article featured in the magazine.
- Covered a high-profile **Michael Kors** event, representing the magazine and providing insightful content at the launch of “Twilight Shimmer Perfume” in Dubai.

Education

- **Master of Science in Applied Psychology**, Middlesex University, 2019
- **Bachelor of Arts in English Language & Literature (Honors)**, University of Sharjah, 2015

Certifications & Training

- Suicide Prevention Training – Saaya Health, 2023
- Trauma-Informed Counselor Training – Saaya Health, 2023
- Counseling Training – Renad via Saaya Health, 2022-2023
- Customer Service Training – American School of Creative Science, 2015
- Customer Service & Sales Training – Etisalat, 2018
- Emotional Intelligence Course – Sharjah University, 2013

Skills

- Communication Strategy Development
- Translation: Live & written
- Social Media Management
- Team Leadership
- Customer Service & Sales
- Public Relations
- Crisis Hotline Support
- Content Creation
- Mental Health Counseling
- **Learning Management Systems (LMS):** Proficient in managing LMS platforms for course delivery, including SCORM compliance.
- **Course Creation:** Skilled in Articulate 360, and other authoring tools to develop interactive e-learning modules.
- **Content Delivery:** Experienced in creating learning paths, quizzes, and assessments to enhance learner engagement.
- **Reporting & Analytics:** Adept at using LMS reporting tools to generate insights on learner performance and course effectiveness.