

# Wafaa Mohamed Elhassan

Khartoum, Sudan (currently in Egypt)

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Website: [Wafaa Mohamed | Professional Portfolio](#)

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## Professional Summary

Customer experience, marketing, and operations specialist with over 6 years of experience in telecom, education, and branding. Strong background in contact center operations, customer satisfaction improvement, and technical support for postpaid services. Skilled in supervising teams, delivering training, and leading marketing initiatives. Currently developing technical expertise in SQL, Python, and Power BI for data-driven business solutions.

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## Professional Experience

### Alamrya City – Marketing | Brand Manager

*Sep 2024 – Oct 2024 - contract*

- Developed a Strategic Marketing and Branding Plan adopted for long-term company growth.
- Conducted detailed market and competitor analysis to identify positioning opportunities.
- Added the company's location to Google Maps, increasing online visibility and lead generation.
- Published property listings on digital platforms (Property Finder, Dubizzle) to generate leads.
- Created and scheduled social media content aligned with brand strategy.
- Guided design team on visual identity and campaign execution.

### MTN Sudan – Marketing | Branding & Communication Specialist

*2023 – 2024 – full time*

- Implemented merchandising and retail branding activities across channels.
- Monitored competitors' branding and provided recommendations for improvement.
- Ensured brand consistency across retail materials and campaigns.
- Managed POS materials inventory and logistics.
- Coordinated with Procurement, Sales, Finance, and Customer Care teams.
- Evaluated vendors and prepared campaign performance reports.

### MTN Sudan – Customer Experience & Operations | Contact Center Team Leader

*Sept 2019 – Dec 2023 – outsource*

- Supervised team performance, ensuring adherence to KPIs and service standards.
- Monitored NPS (Net Promoter Score), customer satisfaction, and quality assurance results.
- Produced reports: Daily Statistics, Agent Availability, Weekly Quality Reviews, and KPIs.
- Designed schedules and managed shift coverage, including emergency response.
- Delivered training, coaching, and performance evaluations for agents.

- Supported internal training programs and developed team capabilities.
- Ensured system readiness and escalation handling for critical cases.

### **MTN Sudan – Contact Center | Customer Service Representative (Postpaid & Corporate Lines)**

*July 2018 – Sept 2019 – intern*

- Delivered professional support for postpaid and corporate customers.
- Handled inquiries, complaints, and escalations with follow-up until resolution.
- Processed cancellations, deposits, and reactivations for postpaid lines.
- Performed technical activations, offer subscriptions, and add-on services.
- Increased credit limits for postpaid accounts and executed adjustments.
- Supported activation department during peak load and emergencies.
- Consistently contributed to higher customer satisfaction and experience scores.

### **I Can Course (Remote) | Online Instructor**

- Conducted online English lessons for students and graduates.
- Designed virtual learning sessions, exercises, and feedback reports.

### **International Grammar School – Khartoum | Class Teacher**

- Taught English language for middle school students.
- Prepared lesson plans, designed exam papers, and evaluated student performance.
- Corrected exams and provided structured feedback to students and parents.
- Managed classroom activities, ensuring student engagement and discipline.

### **English Cultural Center – Khartoum | Teaching Practice**

- Delivered structured English lessons as part of teaching training.
- Applied classroom management and lesson planning techniques.

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## **Education**

- **MBA (In Progress)** – Sudan Academy for Banking and Financial Studies  
*2022 – Present*
  - **Higher Diploma in Business Administration** – Sudan Academy for Banking and Financial Studies  
*2021 – 2022*
  - **B.Sc. in Scientific Laboratories (Chemistry)** – Sudan University of Science and Technology  
*2011 – 2015*
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## **Technical Skills**

- SQL (MySQL – querying, database management, analytics)
  - Python (basic scripting, automation, data manipulation)
  - Power BI (dashboards, visualization, reporting)
  - Microsoft Excel, Word, PowerPoint, Outlook
  - Google Sheets
  - CRM Systems, Billing Taps
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## **Core Skills**

- Customer Experience Improvement
  - Technical Support & Postpaid Service Management
  - Data Analysis & Reporting
  - Marketing Strategy & Branding
  - Team Leadership & Training
  - KPI & Performance Monitoring
  - Vendor Management & Stakeholder Coordination
  - Classroom Teaching & Student Evaluation
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## **Languages**

- Arabic – Native
- English – Fluent