

# Ashraf Ra'ed Khalil Nabout

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## PERSONAL DETAILS:

**Date & Place of Birth:** 18<sup>th</sup> Aug, 1988 & Amman  
**Nationality:** Jordanian  
**Email:** [Alnaboot@gmail.com](mailto:Alnaboot@gmail.com)  
**Mobile:** +971563989127  
**Address:** Al Jurf – Ajman - UAE.  
**Languages:** Arabic (Mother Tongue), English (Fluent), Spanish (Beginner)  
**Visa Status:** Residence Visa – Unlimited Contract.  
**Educational Background:** Bachelor Degree.  
**Driving License:** Jordan

## EXPERIENCE:

**Etisalat UAE**  
**Social Media Customer Service Manager.**  
**Dec 2017 – Present**  
**Responsibilities:**

- Building the Social Media Department (Managing a team of 13).
- Setting up Social Media Strategy.
- Social Media Training.
- Monitoring Etisalat U.A.E presence.
- Engaging with fans across Social Media platforms.
- Generating reports measuring Key Social Media KPIs.
- Designed an In-House Digital Media Ad Campaigns.
- Setting up Facebook Contest Campaigns In-House.
- Organizing Offline Community Activities.

**Etisalat UAE**  
**Senior Social Media Executive.**  
**Aug 2015 – Nov 2017**  
**Responsibilities:**

- Create digital stories & bilingual content to ensure high levels of engagement with the target audience.
- Create engaging and professional visuals that reflect our brand (Customize social media pages (ex. Facebook, Twitter), develop supporting offline collateral, create original content.
- Research and administer social media tools on a daily basis in support of social media strategy.
- Monitor and evaluate social media results on a weekly basis in coordination with goals and benchmarks team.
- Moderate and coordinate the management of digital channels to ensure best possible experience for consumers.
- Create dependable, organized and clear communication across design, client servicing & development department to ensure that campaigns are executed according to project plans.
- Support campaigns execution from conception to launch following deadlines and project plans.
- Producing regular and ad-hoc reports and documentations to clients as requested.
- Identify and adapt new social media channels and technologies, in line with industry trends.
- Work with the analysis department to monitor & measure campaigns, making sure they meet & exceed campaign objectives.
- Attend and cover events, coordinate with PR and media to create an exposure and generate buzz during events
- Relate and leverage Etisalat on-ground activities online to reach larger audience segment
- Stay current with social media trends and tools – includes attending networking and educational events, reading blogs, and listening to podcasts.

**Etisalat UAE**  
**Social Media Executive.**  
**Dec 2013 – July 2015**  
**Responsibilities:**

- To ensure all queries/complaints are handled within the required SLA.
- To ensure Standard Operating Procedures are followed 100% in providing resolution to the customer.
- To ensure that the productivity levels are maintained.
- To escalate to top management as required on the gravity of the issue.
- To ensure proper handing / taking over on the depending e pending tickets.
- To be the responsible face of Etisalat in the social media & provide resolutions judiciously to the customer.
- To highlight on issues which are & needs immediate resolution.

In order to effectively handle these responsibilities we are required to have:

- Very good communication skills along with ability to draft & reply to queries, complaints etc.
- Very good computer/MS Office skills with advanced knowledge of Excel.
- Ability to manage extreme work pressure & excel in superior customer experience.
- Ability to effective follow up and update status/report.

**CrysTelCall**  
**CSR.**  
**Dec 2012 – Nov 2013**  
**Responsibilities:**

- Provide World-Class customer service.
- Responding to general and specialized client inquiries, requests & complaints, including billing inquiries, GSM, Land-line & internet technical support.
- Resolves problems by clarifying issues; researching and exploring answers and alternative solutions; implementing solutions; escalating unresolved problems.
- Sells products and services and developing relationships with existing customers. ; recommending solutions.
- Develop strategies for up-selling and cross-selling existing customers.
- Maintains quality service by establishing and enforcing organization standards.
- Contributes to team effort by accomplishing related results as needed.
- Maintains the database by entering information.
- Updates job knowledge by participating in educational opportunities.

**EDUCATION:**

- Bachelors in Accounting from Balqa Applied University, Amman Jordan – 2006 to 2010

**COMPUTER SKILLS:**

- MS Office 2003-2007-2010-2013.
- Google apps.
- Basics of V.B, HTML, CSS & Java.
- Internet research.
- Ability to self-learn any program easily.

**OTHER SKILLS:**

- Excellent Typing Skills in English.
- Translation Arabic – English Vice versa
- Ability to Work within a team.
- Excellent Communication Skills.
- Problem solver, motivated, goal oriented & a doer.