

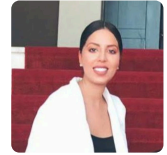
# Assia Rahhaoui

## Director of Operations and Innovation Projects

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Residing in the UAE (currently in France) French



### PROFESSIONAL SUMMARY

Dynamic and results-driven Director with 15+ years of expertise in project management, corporate events, client relations, operations, and innovation across hospitality, corporate services, and consulting. Proven leadership in driving efficiency improvements, enhancing client satisfaction, and delivering complex projects on time and within budget. Adept in leveraging data analytics and cutting-edge technologies to drive business growth and optimize operational processes. Demonstrates exceptional P&L management, risk mitigation, and team leadership capabilities.

### WORK EXPERIENCE

#### Head of Projects and Corporate Events

Dubai, United Arab Emirates

##### Meydan Free Zone

03/2023 - 02/2024

- Directed large-scale projects from inception to completion, managing timelines, budgets, and resource allocation for high-profile corporate events, increasing client satisfaction by 20%.
- Spearheaded financial oversight, reducing project costs by 15% through strategic vendor negotiations and cost control.
- Implemented crisis management frameworks, mitigating risks and ensuring 100% compliance with safety regulations.
- Introduced innovative tech solutions to optimize project workflows, improving execution efficiency by 25%.
- Established and managed a marketing team for event promotion and internal communication, overseeing recruitment, campaign development, design, and analytics to achieve cohesive branding and measurable ROI.
- Cultivated key stakeholder relationships, aligning project outcomes with business priorities and increasing repeat business by 10%.

#### Head of Client Relations

Dubai, United Arab Emirates

##### Meydan Free Zone

09/2021 - 01/2023

- Led client relations strategy, improving client satisfaction scores by 30% through targeted CRM enhancements and personalized engagement.
- Managed a portfolio of high-value clients, ensuring service delivery excellence and increasing client retention by 15%.
- Utilized data-driven insights to identify opportunities for service improvement, boosting client engagement by 20%.
- Oversaw compliance with regulatory standards, maintaining a 100% compliance rate across client interactions.
- Enhanced problem resolution efficiency, reducing client issue resolution time by 40% through technical solutions.

#### Guest Experience/Quality Manager and Front Office Manager

Dubai, United Arab Emirates

##### Melia Hotels International, UAE / Melia Desert Palm Dubai

04/2019 - 03/2021

- Revamped front office operations, leading a 30% increase in operational efficiency by re-engineering Standard Operating Procedures (SOPs).
- Trained and developed staff on advanced hospitality management systems, driving a 15% improvement in guest satisfaction scores.
- Managed audits and compliance processes, achieving 100% adherence to international quality and financial standards.
- Reduced operational costs by 10% through optimized resource management and process improvements.
- Collaborated with international headquarters to ensure alignment with brand standards, elevating overall guest experience.

#### Pre-Opening Operations Manager / Front Office Manager

Dubai, United Arab Emirates

##### Accor Hotels, UAE / M Gallery by Sofitel the Palm

01/2017 - 03/2019

- Led the pre-opening phase for a new hotel, managing recruitment, training, and SOP implementation, ensuring a seamless launch within budget.
- Directed a team of 50+ staff, optimizing staffing efficiency and reducing onboarding time by 20%.
- Developed and executed a departmental budget of over \$1 million, ensuring optimal resource allocation and financial control.
- Negotiated vendor contracts, achieving cost savings of 12% while maintaining high service quality.

#### Sales Manager

Doha, Qatar

##### Millennium Hotels and Resorts

03/2015 - 05/2016

- Achieved a 25% increase in revenue through targeted sales strategies and market analysis.
- Led negotiations and secured long-term contracts with key corporate clients, increasing corporate bookings by 18%.
- Conducted in-depth competitor analysis, adjusting pricing strategies to stay competitive and grow market share by 10%.

## KEY COMPETENCES

- **Strategic Leadership & P&L Management:** Demonstrates strong financial acumen, managing budgets of over \$1M and ensuring consistent profitability.
- **Project & Risk Management:** Expertise in delivering complex, multi-phase projects on time and under budget while minimizing risks and ensuring compliance.
- **Client Relations & CRM Optimization:** Proven ability to drive client satisfaction through personalized strategies and CRM system proficiency.
- **Operational Efficiency & Process Improvement:** Skilled in optimizing workflows, reducing costs, and improving efficiency by leveraging data analytics and innovation.
- **Team Leadership & Development:** Strong track record of leading teams, enhancing performance, and driving engagement through training and mentorship.

## LANGUAGES

English (Fluent)

French (Native)

Arabic (Native)

## TECHNICAL SKILLS

- Project Management Tools: MS Project, Asana, Trello
- CRM Systems: Salesforce, HubSpot
- ERP Systems: SAP
- Hospitality Management Systems: Opera, Guestware, Micros
- Data Analytics Tools: TrustYou, Power BI

## EDUCATION

Bachelor's in International Hospitality Management obtained with distinctions  
University of Cergy- Pontoise, France

French Baccalaureate (STG)

Jean-Baptiste Poquelin–Saint-Germain-En-Laye, France