# AYSHA NAZHEEN ABDULLA

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Dear Hiring Manager,

I am writing to express my interest in an Administration, Operations, or Marketing leadership role with your organization. As an MBA-qualified Administration and Marketing Leader with nearly 12 years of multi-sector experience across corporate, government, and military environments in Qatar, I bring a rare combination of operational rigor, regulatory compliance expertise, and creative marketing capability to any team I join.

In my current dual role at Manchester Gulf Trading Paints & Contracting Co., I direct full-scope administrative and operational activities across the enterprise, implementing process improvements that enhanced workflow efficiency by 20%, while also managing end-to-end procurement cycles and vendor negotiations. Since taking on corporate marketing strategy, I have conceptualized and executed multi-channel digital and print campaigns using Adobe Creative Suite and grown social media audience engagement by 25%, all while overseeing financial budgeting, tender preparation, and contractual compliance in direct coordination with executive leadership.

Earlier in my career with the Ministry of Defense, Qatar Armed Forces, I served as the primary authority for ISO accreditation compliance and quality assurance across military healthcare facilities, authoring SOPs, formulating risk assessment reports for senior commanders, and leading interdepartmental committees to resolve operational bottlenecks, all with a track record of 100% on-time, on-budget project delivery. This was preceded by an administrative and IT leadership role managing healthcare operations, patient management systems, and a team of designers and IT specialists.

I hold an MBA in Business Analytics & Management and a B.Sc. (Hons) in Computing, Multimedia, Design & Applied Arts, along with certifications spanning Adobe visual design, healthcare quality and patient safety, and human resource management. I am trilingual in English, Hindi, and Arabic, hold a valid QID under family sponsorship, and have called Qatar home for over 30 years, giving me deep familiarity with the local business and regulatory landscape.

I would welcome the opportunity to discuss how my blend of operational leadership, compliance expertise, and marketing capability can add value to your organization. Thank you for considering my application.

Sincerely,

Aysha Nazheen Abdulla

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## PROFESSIONAL SUMMARY

Accomplished MBA-qualified Administration and Marketing Leader with nearly 12 years of multi-sector experience driving operational efficiency, brand strategy, and regulatory compliance across corporate, government, and military sectors in Qatar. Proven track record in orchestrating cross-functional administrative workflows, leading high-stakes ISO quality accreditation initiatives, managing multi-channel marketing campaigns, and overseeing full procurement lifecycles. Expert in aligning business operations with strategic growth goals, leveraging data-driven analytics and creative design mastery to optimize organizational performance and maintain strict compliance standards.

## PROFESSIONAL EXPERIENCE

**MANCHESTER GULF TRADING PAINTS & CONTRACTING CO.** | Doha, Qatar Apr '22 - Present

*Project Management Specialist / Admin & Operations*

(Dual-role promotion to administrative operations while directing corporate marketing strategy from 11/2025)

- Direct full-scope administrative and operational activities across the enterprise, implementing process improvements that enhanced workflow efficiency by 20%.
- Manage end-to-end procurement cycles, negotiating vendor terms and managing supplier relationships to achieve a 15% [est.] reduction in operating supply costs.
- Oversee financial budgeting, project tender preparations, and contractual compliance in direct coordination with corporate executive leadership.
- Lead cross-functional administrative and field teams, enforcing health, safety, and local government regulatory permit compliance.

**MINISTRY OF DEFENSE — QATAR ARMED FORCES** | Doha, Qatar Apr '17 - Jan '22

*Special Projects & Operations Officer*

- Directed high-confidentiality operational projects and administrative initiatives within military and healthcare defense environments, ensuring 100% on-time, on-budget delivery.
- Served as the primary authority for ISO accreditation compliance, medical facility licensing, and quality assurance framework execution.
- Authored and implemented Standard Operating Procedures (SOPs) for IT systems and design operations across military healthcare facilities.
- Formulated risk assessment reports and progress presentations for senior military commanders and executive stakeholders.
- Led interdepartmental committees to evaluate operational vulnerabilities, resolving procedural bottlenecks and elevating service delivery standards.

**QATAR ARMED FORCES** | Doha, Qatar Jan '15 - Mar '17

*Administrative Officer (Healthcare Operations & IT)*

- Administered day-to-day healthcare facility operations, aligning procedures with international ISO healthcare quality frameworks.
- Supervised IT infrastructure, patient management software systems, and data security protocols at Al Attar Physical & Sports Medicine unit.
- Managed a team of graphic designers and IT specialists, directing the creation of patient communications, public safety collateral, and digital media.
- Evaluated and managed external IT and design vendor contracts, ensuring contractual compliance and high service delivery.

**ELAN EVENTS (Q.MEDIA)** | Doha, Qatar Sep '13 - Dec '14

*Lead Graphic Designer & Events Coordinator*

- **Led creative design and event logistics for landmark** national exhibitions, including the Doha Jewellery & Watches Exhibition and Qatar Motor Show.
- Supervised creative personnel through the entire project lifecycle from initial concept through production, vendor coordination, and on-site event execution.

**DHL EXPRESS & DOHA FILM INSTITUTE** | Doha, Qatar Oct '12 - May '13

*Customer Success Specialist & Marketing Intern*

- Managed client accounts and corporate communications at DHL Express while supporting social media content creation at Doha Film Institute.

## CORE COMPETENCIES

Executive Administration & Operations Management
Integrated Marketing Strategy & Brand Communications
ISO Standards, Audit Readiness & SOP Development
Quality Management & Process Optimization
Procurement Lifecycle & Vendor Management
Budgeting, Financial Reporting & Cost Control
Cross-Functional Team Leadership & HR Coordination
Visual Design & Brand Collateral (Adobe Creative Suite)
High-Profile Event Planning & Stakeholder Management
IT Infrastructure & Systems Administration
Project Tender Management & Contractual Governance
Trilingual Communication (English, Hindi, Arabic)

## EDUCATION & QUALIFICATIONS

**Institute of Basic and Vocational Education (IBVE)** | Bangalore, India Dec '21

*Master of Business Administration (MBA) – Business Analytics & Management*

**Alpha Institute of Management & Technology Science** | Bangalore, India May '14

*Bachelor of Science (B.Sc. Hons) – Computing, Multimedia, Design & Applied Arts*

## PROFESSIONAL CERTIFICATIONS

- Adobe Certified Professional (ACP) in Visual Design — Adobe
- Patient Safety Specialization — Johns Hopkins University
- Leading Healthcare Quality & Safety — The George Washington University
- Quality Improvement in Healthcare Specialization — Imperial College London
- Human Resource Management Specialization — University of Minnesota
- HR Certified Associate (HRCA) — HRCI
- Microsoft IT Support Specialist — Microsoft

## HONORS, LANGUAGES & ADDITIONAL INFORMATION

- Award: Best Art – Sustainability Award | VCUarts Qatar (Virginia Commonwealth University)
- Languages: English (Native/Fluent - C2), Hindi (Advanced - C1), Arabic (Intermediate - B1)
- Residency & Visa: Valid QID (Family Sponsorship) | Resident in Qatar for 30+ Years | Immediately Available