

Leila Elina Rawashdeh



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PERSONAL INFORMATION

Born in 1978

Citizenship: Finnish and Jordanian

Languages: Fluent in English, German and Arabic

EDUCATION

Certificate in Business Analytics

University of Colorado Boulder

Sep 2018 - Aug 2019

**Master's degree in Business Administration,
concentration in Management Information Systems**

New York Institute of Technology, Amman, Jordan

GPA 3.48

Apr 2002 - Mar 2004

Bachelor's degree in Business Administration and Marketing

Yarmouk University, Irbid, Jordan

80.1 % cumulative

Sep 1996 - Jun 2000

High School Certificate - Scientific Stream

Dar At-Tarbia Al-Haditha, Jeddah, Saudi Arabia

97.5 %

Sep 1983 - Jun 1996

PROFESSIONAL EXPERIENCE

International Relations Coordinator

Sep 2014 - Present

Lecturer in Business Administration and Marketing

Princess Sumaya University for Technology, Amman, Jordan

- Faculty promotion which includes highly confidential steps of finding suitable reviewers, approaching them, keeping their received reports in safe custody until decision day, and then processing payments.
- Communicating on behalf of University's leadership with international universities and organizations.
- Managing the process of launching dual degree programs with western universities; where we launched comprehensive program partnerships with University of Michigan, USA, Oakland University, USA, and Plymouth University, UK.
- Reviewing and modifying draft agreements as deemed appropriate, drawing up new agreements when necessary, keeping a record of all new and modified agreements on the agreements tables/lists.
- Attending meetings as requested by the President or the Vice Presidents, taking note of actions and following up with concerned parties.
- Developing agendas for meetings and visits with/of non-Jordanian delegations.
- Researching topics/special information for the President and/or VPs on any subject of interest (e.g., universities, accreditation standards, policies and procedures, promotion criteria, or specific specializations and topics).
- Composing and editing assignments including speeches, reports, concept papers, white papers, proposals, English news briefs or reports, letters, recommendation letters etc.
- Working with the international office on several international exchange agreements and including the office of the Council on International Educational Exchange (CIEE).

Lancaster Global MBA Coordinator**Lecturer in Business Administration and Marketing**

Jun 2014 - Sep 2014

Princess Sumaya University for Technology, Amman, Jordan

- Teaching undergraduate Social Media Marketing class at the Deanship of Business and Technology.
- Promoting and advertising the Lancaster GMBA program in coordination with the Program Director at PSUT.
- Complete follow-up on acceptance, admission and student documentation in coordination with internal and external entities, including the Ministry of Higher Education and Scientific Research.
- Conducting regular follow-up with the Dean of Business and Technology, Dean of Graduate Studies and Scientific Research, Chair of Business Administration Department, and any faculty member or staff for all program-related matters including arranging for classroom lectures, organizing field visits, and planning training sessions.
- Overseeing logistics for students including use of the university library, computer labs, and program-related software.
- Follow up when necessary on program accreditation procedures with the Jordanian Higher Education Accreditation Commission and Ministry of Higher Education.
- Maintaining regular communication with students and assisting them whenever necessary to resolve issues and ensure their smooth progress until graduation.
- Following-up on and organizing events related to the program, including the annual graduation ceremony.
- Carrying out any ad hoc tasks assigned by the university's leadership.

Social Media Specialist, Marketing Department

Nov 2011 - Jun 2014

Umniah Mobile Communications Operator, Amman, Jordan

- Managing Umniah's social media presence on Twitter.
- Building and executing social media strategies through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generating, editing, publishing and sharing daily content according to set calendars and schedules (original text, images, video or HTML) that built meaningful connections and encouraged community members to take action.
- Moderating all user-generated content in line with the moderation policy for each community.
- Continuously improving by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.

Lecturer, Business Administration

Nov 2011 - Feb 2012

Princess Sumaya University for Technology, Amman, Jordan

- Teaching Knowledge Management to over 40 students for one semester.
- Conducting mid-term and final exams, in addition to extracurricular work for the students.

Value Added Services and Data Specialist, Marketing Department

Apr 2005 - Nov 2011

Umniah Mobile Communications Operator, Amman, Jordan

- Conducting the Soft Launch of the operator prior to commercial launch in June 2005.
- Managing a variety of value added service projects such as: Chat, Friend Finder, Collect-SMS, etc.
- Responsible for Messaging stream and sporadically acting as Value Added Services Manager.

e-Initiatives Coordinator

Feb 2004 - Apr 2005

Ministry of Information & Communications Technology, Amman, Jordan

- Coordinating among existing programs and initiatives according to national ICT vision.
- Assisting in reviewing and deploying new programs and initiatives.
- Receiving and organizing international missions to Jordan.

- Participating in international summits on ICT, such as the WSIS.
- Program Manager of JPP (Junior Professional Program).

Assistant of e-Government Program Management Office Head

Jun 2003 - Feb 2004

Ministry of Information & Communications Technology, Amman, Jordan

- Assisting the head of department and maintaining a smooth workflow within the PMO department.
- Extensively assisting in the procurement of e-Government projects.

Customer Support Representative

Oct 2002 - Jun 2003

BOSSit, Back Office Support Services-Info Technology, Amman, Jordan

- Tele-market projects: Database Validation, Call-Downs, Customer Support
- Performed Orientation and Training sessions for CSR colleagues at BOSSit.

Assistant Registrar – Human Resources/Public Relations Front Desk

Sep 2000 – Mar 2002

Saudi Arabian American International School, Jeddah, Saudi Arabia

- Standardizing systems to reply to queries; employment opportunities and enrollment procedures.
- Assisting potential customers in enrolling their children at SAIS.
- Handling incoming applications for employment and organizing a tracking system for easy access.
- Creating and designing application forms for the HR Department.
- Writing and implementing procedures to improve efficiency in the HR Department and Travel Section.
- Translating documents from Arabic to English and vice-versa.
- Organizing, ordering and distributing curriculum texts needs.
- Creating a system and reorganizing all files and cumulative cards pertaining to thousands of international students dating from 1952 to 2002.
- Designing and implementing data bases for prospective employees.
- Recreating a filing system for former and current employees.
- Writing original Public Relations correspondence texts for public distribution.
- Designing newspaper advertisements promoting SAIS.

TRAINING AND CONFERENCES

Public Speaking
 Effective Project Management
 Communication Skills
 Profiling the Marketplace
 Social Media by Khaled Al-Ahmad
 GSMA Mobile World Congress (3GSM) in Barcelona, Spain, Feb 2007
 World Summit on the Information Society (WSIS), Tunis, Nov 2005

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