

Summary

French national and results-driven professional with **over 15 years** of experience and a **Master's degree in Quality Management**, supported by a strong academic background in **Business Management and Marketing**. With a career spanning France and Qatar, I've held key Management roles in Quality, Operations, and Project Coordination, including at **Qatar Foundation**, as well as in Sales, Business Development, Marketing and Procurement as **General Manager** at Sama Trading.

I am now seeking **new opportunities** in these areas, aiming to leverage my leadership skills, strategic mindset, and hands-on operational experience. I thrive in dynamic, multicultural environments and bring a **strong focus on growth, efficiency and customer satisfaction**.

Experience

Sama Trading - Qatar

2023-2025

General Manager

- Spearheaded sales initiatives, generating new business opportunities and fostering relationships with clients, event planners, and local businesses, leading to consistent revenue growth.
- Negotiated contracts and pricing for events and catering services, aligning client needs with company goals to exceed sales targets.
- Developed and presented customized event proposals and catering packages, contributing to a high rate of client acquisition and retention.
- Managed event planning, overseeing all logistics from setup to breakdown, ensuring seamless execution of corporate events, weddings, and private parties.
- Cultivated long-term client relationships, ensuring repeat business through exceptional service, personalized solutions and follow-up feedback post-event.
- Coordinated long-term client relationships, ensuring repeat business through exceptional service, personalized solutions and follow-up feedback post-event.
- Coordinated with internal teams to meet client expectations, ensuring high levels of satisfaction and on-time event delivery.
- Led and trained a team, optimizing service delivery while managing inventory, financials and marketing efforts to drive business growth.
- Manage e-commerce sales and marketing through Shopify, improving customer journey and boosting online revenue.
- Identified and pursued new sales opportunities by researching market trends, competitor offerings and customer needs to continually expand the business.

Qatar Foundation (QF R&D Enterprise) - Qatar

2020-2023

Project Coordinator

- Coordinated and managed multiple R&D projects, ensuring on-time, from initiation to closure, ensuring on-time, on-budget and within scope delivery.
- Collaborated with cross-functional teams to align project goals with QF's strategic objectives.
- Developed and maintained project schedules, tracked milestones and managed communication with stakeholders.
- Monitored risks and issues, providing proactive solutions and escalating.
- Prepared project status reports and managed project documentation to ensure compliance with QF standards.
- Supported budget tracking, ensuring projects were delivered within constraints.
- Led project meeting, ensuring effective communication of progress, action items and deadlines.



Contact details

Rafika.benmahdi2@gmail.com

(+974) 33 934 391

French Nationality

Doha, Qatar

Qatari Driving License

Expertise

- Quality Management / Coordination
- Operation & Event Management
- Sales & Marketing Management
- Business Development & Negotiation
- Team leadership & Collaboration
- Stakeholders Management
- Strategic Planning & Process Improvement
- Project Coordination
- Adaptability & Problem-Solving
- Multicultural & Cross-Functional Communication
- Audit ISO 9001 and Training
- ISO 9001, ISO 14001, ISO 22000, HACCP, OHSAS 18001, ISO 45001, MASE

Education

- **2006-2008: M.Sc. Quality Management** – University of Aix-Marseille – IMPGT (Institute of Public Management and Territorial Governance) - France.
- **2005-2006: B.Sc. in Business Management & Administration / Marketing** – University of Toulon – France.
- **2003-2005: U.D. in Business Management & Administration / Marketing** - IUT University of Toulon – France.
- **2002-2003: Baccalaureate degree in Economics and Social Studies** - High school of Toulon – France

Languages

English

French

Arabic

Computer skills

- *Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)*
- *Project Management Software (MS Project, Primavera)*
- *Quality Management Systems (QMS) Software*
- *ERP Systems (SAP, Oracle)*
- *Data Analysis Tools (Excel)*
- *CAD Software (AutoCAD)*
- *Collaboration Tools (Microsoft Teams, Zoom, Google Workspace)*

Quality Manager

- Developed and implemented the Quality Management System (QMS) in line with ISO 9001, ISO 14001 and 45001 standards, ensuring compliance across multiple construction projects.
- Created and maintained Quality Plans for large-scale construction projects, defining inspection and testing procedures to ensure adherence to specifications and quality standards.
- Coordinated and oversaw internal and external Audits, ensuring compliance with ISO 9001, ISO 14001 and ISO 45001 standards, as well as project specifications and clients requirements.
- Managed Quality Documentation, including project quality records, non-conformance reports (NCRs), and corrective actions to support continuous improvement and ensure compliance with quality standards.
- Trained project teams and subcontractors on quality, environmental, and health & safety standards, fostering a culture of quality awareness and compliance across all project levels.
- Led efforts to address non-conformities, initiating corrective and preventive actions (CAPA) to resolve quality, environmental, and safety issues in a timely manner.
- Collaborated with clients and stakeholders to address quality, environmental, and safety concerns and ensure project deliverables met expectations and regulatory requirements.
- Monitored and reported on Quality Control Processes, ISO 9001, ISO 14001 and ISO 45001 standards throughout all phases of the construction projects.
- Supported the Health and Safety team by ensuring quality control measures aligned with ISO 45001 (Occupational Health and Safety Management) where applicable, particularly in relation to site safety audits and risk management practices.
- Reduced rework by 10% through process improvements and continuous monitoring of quality control practices and effective communication with project teams.

Total Energies - France

2008-2012

Quality Coordinator

- Assisted in the development and implementation of the Quality Management System (QMS) in compliance with ISO 9001, ISO 14001 (Environmental Management), and customer requirements.
- Coordinated internal and external audits, ensuring adherence to quality standards, and prepared documentation for ISO 9001 and ISO 14001 audits.
- Ensured compliance with customer specifications, industry standards, and regulatory requirements, with a particular focus on environmental and safety regulations in energy-related projects.
- Collaborated with cross-functional teams to address non-conformities, facilitating corrective and preventive actions (CAPA) and ensuring resolutions were compliant with ISO 9001 and ISO 14001 standards.
- Assisted in the preparation of quality and environmental reports, analyzing project performance and identifying opportunities for continuous improvement.
- Supported the Quality Manager in conducting risk assessments and implementing quality control measures throughout the project lifecycle, ensuring environmental impacts were minimized in line with ISO 14001.
- Coordinated with suppliers and subcontractors to ensure that materials and services met Total Energies' quality standards, including environmental compliance with ISO 14001.
- Promoted awareness of environmental best practices and quality standards, delivering training to project teams on how to integrate sustainability into project management.
- Participated in continuous improvement initiatives, implementing suggestions that enhanced both operational efficiency and sustainability practices.