

# SHAZA SAKER

## PROFESSIONAL GOAL

*My goal is to extract the professional and life experiences I acquired in the corporate world and apply it to the field of international development and capacity building. I seek a position in program management or social marketing with an international organization active in the area of poverty alleviation and humanitarian assistance.*

## PERSONAL DATA

**Address:** Viale delle Accademie 79, 00147 Rome, Italy

**Date of Birth:** 19/05/75

**Nationality:** Syrian/Italian

**Telephone:** ++39 338 5827 961 (mobile)

**Email:** shazaroma@gmail.com

## EDUCATION

*MSc Marketing*  
1999-2001

**Leicester University, (UK)**

*Explored the role of entertainment, marketing and new media in the global mobilization of youth for proactive action.*

**Thesis:** The challenges and opportunities of launching an Internet youth portal in the Middle East: How the use of effective marketing can mobilize youth and create a viable business model.

*BA Business  
Administration*  
1992-1996

**John Cabot American University of Rome, (Italy)**

*Studied contemporary marketing, communication, and public relations within the context of globalization.*

- Member of the University's 12-member Student Council.
- Awarded "Best Marketing" student, 1996.
- Participated in University United Nations simulations in Europe.
- Participated in debates with other American Universities in Europe.

## PROFESSIONAL EXPERIENCE

### **Hummustown Social Enterprise (HT)**

May 2017- Present

Rome, Italy

[www.hummustown.com](http://www.hummustown.com)

**Co-founder**

Hummustown was founded in March 2019 in response to the huge influx of Syrian refugees into Italy as a direct result of the Syrian war. Hummustown is a catering business run by Syrians for the benefit of Syrian refugees, giving them back dignity and financial independence. For impact and results, see:

<https://www.hummustown.com/about-us/what-people-are-saying/>

*Programme Officer*  
June 2012- to date

**Food and Agriculture Organization (FAO/UN)(Italy)**

Responsibilities include coordinating and executing administrative operations essential to the implementation of Investment Center's Cooperating Programmes with the different International Financing Institutions (IFIs). I liaise with cooperating institutions, on the specificity of missions which need to be mounted and coordinate the identification of potential consultants to participate in these missions. I prepare and monitor budgets for the IFIs, including preparing different types of Resource Mobilizing agreements with each IFI.

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*Portfolio Assistant  
June 2005- 2012*

## **International Fund for Agricultural Development (IFAD/UN)(Italy)**

Responsibilities include coordinating and executing administrative operations essential to the implementation of IFAD's projects in the Near East and North Africa regions. I liaise with cooperating institutions, borrowing governments and field-level project directors, in compliance with loan agreements and agreed action. I proactively provide extracurricular support and advice to IFAD's Senior Adviser for Innovative Financing. This included drafting a concept piece on "Inventive Fundraising Approaches in a Changing Environment" that was used with great impact in her presentation to IFAD's top management, which exemplifies my strength as an innovative educator even beyond my immediate scope of influence.

Results and Impact Management System (RIMS): Responsibilities included training and assisting Project staff in the Arabic speaking countries in completing this important monitoring tool. Gathered information from projects and incorporating them in the internal RIMS tool.

*European Sales and  
Marketing Manager for  
the Red Sea  
April 2002 – May  
2005*

## **TMG, Owing Company for the Four Seasons Hotels and Resorts, Rome (Italy)**

Overseeing the luxury portfolios for the largest Near Eastern real estate development company in the Italian, German, Swiss, British, and Benelux markets. I designed and implemented integrated marketing campaigns, and forged business-to-business partnership strategies that resulted in a 55% increase in my annual projected sales revenues.

*Online Entertainment  
Manager  
January. 2001 -  
March. 2002*

## **Noor Advanced Technologies, Inc., Cairo (Egypt)**

In charge of the first youth targeted entertainment portal in the Near East. Responsibilities include establishing strategic alliances and business relationships with the major music industry players in Europe and the United States; managing an online radio channel; organizing fairs and exhibitions, and supporting the sales and marketing teams. The aim of the portal was to give a tangible voice to a growing trend of youth pop culture across the region. I supervised 15 staff members including writers, content coordinators and editors, among others.

*Marketing Coordinator  
& Event Organizer  
January 1998– Nov.  
2000*

## **Movenpick Hotels & Resorts, (Cairo) Egypt**

Coordinated the various property related events, including the highly successful Millennium celebration in Sharm El Sheikh for this Swiss hotel chain. Responsibilities included marketing, real estate client relations, media production and the handling of all corporate relations and donations. Succeeded in promoting Movenpick Hotels and Properties on a global level by partnering with international television programs such as *The Price Is Right* in the US, and *La Ruota della Fortuna*.

*Producer/ Anchor  
February 1994-  
January 1998*

## **ORBIT Satellite Television And Radio Network, Rome (Italy)**

Produced, from A-Z, and anchored three highly successful art programs for this leading digital satellite radio & television network broadcasting across Europe, Asia and North America. The programs were presented in Arabic

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and English with consistently high viewer ratings. Achievements include conducting live television interviews with international artists involved in humanitarian efforts including Bono, Sting, Cheb Khaled, and Ricky Martin. I was also heavily involved with the fundraising and sponsorship activities that were integral to the financial sustainability of the television programs I produced.

## PERTINENT SKILLS

### *Language*

- Fluent in: English/Italian/ Arabic /French

### *Communication*

- Excellent oral and written communication skills.
- Work well in a team both as a leader and member.
- Excellent networking and public relations skills. Public speaking and television presentation skills.
- Adaptation to any environment or culture due to a multicultural background. Thrive on working in a diverse environment.

### *Management*

- Demonstrable managerial and administrative skills that enable work under pressure and management of human resources. I am highly organized and do not shy away from cumbersome paperwork or bureaucracy.

### *Technical*

- Proficient use of all office computer applications (spread sheets, word processing, databases), and the Internet

## INTERESTS

- Sports: member of a twice-weekly volleyball team, daily jogger and avid tennis player. I also enjoy traveling and cultural exploration.

## REFERENCES

Ms. Alberta Mascaretti, Chief TCIA, FAO (Alberta.mascaretti@fao.org)  
Ms. Dina Nabeel, Portfolio Adviser, IFAD (d.nabeel@ifad.org)