

SAFWA EL MALLAH

Accounts Manager

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Nationality: Italian & Egyptian

Professional summary:

Logistics and Compliance Specialist with 9 years of experience in international freight forwarding, government certification (SASO, SABER, SFDA, FASEH, MOIAT, DM), Regulatory Affairs, and import/export compliance across UAE, KSA, and Egypt. Adept in handling operations for air/sea/land shipments, pricing strategy, documentation, and customer service. Proven ability to liaise with certification bodies, regulatory authorities, and international clients to ensure smooth market access and trade facilitation.

Professional Experience:

Accounts Manager | TABSEER | March 2025 - Present | Dubai, UAE

- Build and nurture relationships across all client levels, Managing accounts for international clients
- Manage existing client accounts while actively acquiring new business, Maintain accurate client records and communication logs
- Lead business meetings and maintain a professional, responsive presence
- Handling clients in exhibitions across UAE, Saudi Arabia, and Egypt
- Handling certification procedures related to SABER, SFDA, FASEH, SAUDI QUALITY MARK and product market access
- Liaising between clients, regulatory bodies, and internal departments
- Supporting testing and compliance documentation
- The sole person responsible for everything related to our UAE Office and the UAE market
- Dealing with other conformity companies and laboratories, working as 3rd Party Cooperation's
- Conduct cold calls, email outreach, lead generation activities, B2B and Online Meetings, international Exhibitions, Conferences
- Searching for, entering and recording data
- Sales, Operation and Coordinate with Finance for invoicing and collections
- Reporting to CEO directly
- Scheduling and preparing meetings for the CEO in UAE
- Achievement: Successfully registered 5000+ products and Certificates, Improved turnaround time for KSA & UAE certifications by 15-20% through streamlined processes, minimize cancellation rates and ensure a strong, predictable sales pipeline

Head of Testing Department / Sales Operation Support Specialist | TABSEER | Mar 2024 – 2025 | Cairo, Egypt / Riyadh, KSA

- Led testing for all of Tabseer branches and registration for products requiring conformity certifications. (SQM – PCOC – SFDA – G-MARK – IECEE)
- Made assessment and suggested HS. Codes from SABER portal for products
- Supported the sales team in documentation and follow-up, Coordinate with Finance for invoicing and collections.
- Provided technical consulting to our team and clients during Calls, meetings and international exhibitions (UAE – KSA – EGYPT)
- Achievement: Successfully registered 300+ products and Certificates on SFDA, FASEH and Saber portals with full compliance

Business Development Consultant – Logistics, Pricing & Operations | Qmaizen Quality | Aug 23 – Mar 24 | Cairo, Egypt/ Dubai, UAE

- Offered logistics solutions and compliance services for clients in UAE, KSA and Egypt
- Handled BIG Accounts Name (Dar Al Rokham - Abdul Samad Al Qurashi - Emirates Pride – Lattafa – Safe way - Alshaya, etc.
- Handled product registration and certification with MOIAT, Montaji, SABER, SFDA, FASEH and testing
- Handled the inquiries with Certification Bodies and Accredited laboratories till get the final certificates
- Made assessment and suggested HS. Codes from SABER portal for products, Coordinate with Finance for invoicing and collections.
- Negotiated freight pricing with Shipping/Air lines and Freight forwarder companies, and assisted in documentation for (AIR – SEA – LAND) shipments, Support the Commercial Director in pricing strategies and market analysis.
- Cold Calls, Online Meetings, international Exhibitions (UAE – KSA – EGYPT), Marketing E-Mails
- Weekly training meeting with the Egyptian team and the UAE team to teach each other
- Achievement: Successfully registered 3000+ products and Certificates, handling logistics and transportation, consulting, Ensure timely and high-quality service delivery in line with agreements

Export Sea Manager / Pricing Specialist / Operations & Sales / Overseas | Horus Air & Sea Transport | Mar 2017 – Aug 2023 | Giza, Egypt

- Managed air and sea freight (LCL/FCL) pricing under Door to Door, EXW, FOB, FCA, CIF, C&F terms From A to Z
- Negotiated rates with global shipping lines (Maersk, MSC, CMA, COSCO, ONE etc.), Air lines and Agents
- Responded to client inquiries and managed end-to-end booking processes
- House Bill Of Lading issuance
- Coordinated import/export clearance and documentation for VIP clients
- Communicated with overseas agents to ensure timely delivery
- Led marketing efforts for freight forwarding services
- Open, organize and close files
- Follow up on the overseas email and the general manager's email, receiving all emails, studying them, and then transferring them to the relevant department, Coordinate with Finance for invoicing and collections
- Solving problems with clients and agents abroad
- Built and maintained relationships with logistics clients
- Managing and coordinating appointments with clients at global conferences for the General Manager such as: WCA – JC Trans - GLA Global
- Underwent training in most of the company's departments (Export Air & Sea dep – Import Air & Sea Dep – Pricing – Operation – Sales – Custom clearance – Marketing – Customer Service & Overseas – Secretary)
- Achievement: Handled over 2,000 successful shipments for high-value clients

Sales Department / Pricing Specialist – Express & Air Freight | Memphis Express | Sep 2015 – Mar 2017 | Maadi, Egypt

- Prepared pricing for international air courier services
- Responded to client inquiries and managed end-to-end booking processes
- Built and maintained relationships with logistics clients
- Achievement: Reduced quote turnaround time by 30% through efficient system use

EDUCATION:

- Bachelor's in Business Administration, Secretarial & Computer | Girls' College - Ain Shams University | Cairo, Egypt | 2021 With Excellent Grade

CERTIFICATIONS & PLATFORMS:

- SABER (PCOC, SCOC, Exemptions, Self-Declarations)
- International Exhibitions Support (UAE – KSA – Egypt)
- Familiar with FASEH, SABER, MONTAJI, and government portals
- SFDA (GHAD, FASEH, FRCS)
- MOIAT (ECAS, EQM)
- Dubai Municipality (Montaji, FIRS)

Language Proficiency:

- English (Fluent)
- Arabic (Fluent)
- Italian (Intermediate)

Skills:

- Business Development & Sales Strategy
- Project Management & Execution
- Public Relations & Networking
- Leadership & Team Management
- Customer Relationship Management
- Market Research & Data Analysis
- Time Management & Critical Thinking
- Effective Communication & Negotiation

CORE SKILLS

- International Logistics (Air/Sea/Land Freight)
- Export & Import Compliance
- SABER / SFDA / FASEH
- MOIAT (ECAS, EQM), Dubai Municipality (Montaji, FIRS)
- Microsoft Office Suite (Word, Excel, PowerPoint)
- TESTING
- Pricing & Negotiation with Shipping Lines
- Regulatory Affairs & Product Certification
- Customer Relations & VIP Client Handling
- Time Management & Team Collaboration