

Sara Bander Alayda

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Professional Summary

Results-driven Administrative, Hospitality, and Events Specialist with over 7 years of diverse experience in hospitality management, event coordination, administrative planning, and marketing. Skilled in project support, performance analysis, reporting, and guest relations, with proven ability to manage large-scale events, optimize operations, and support executive leadership. Currently working with El Seif O&M; in partnership with Rua Al-Madina Holding as a Hospitality and Events Analyst, delivering high-level reporting and operational support. Pursuing an MBA (expected 2025) to strengthen expertise in project and business management. Seeking to contribute to organizational growth in a Project Management or Administrative Leadership role.

Professional Experience

Hospitality & Events Analyst | El Seif Operation & Maintenance Co. (Contracted with Rua Al-Madina Holding)

Medina, Saudi Arabia | Jan 2025 – Present

- Manage hospitality operations for corporate and VIP clients, ensuring premium service delivery.
- Prepare analytical reports and performance reviews for management decision-making.
- Support the planning and execution of corporate events, official visits, and conferences.
- Coordinate with cross-functional teams to streamline operations and enhance guest experience.

Assistant Meetings & Events Manager | Muhammadiyah Towers (Mövenpick Company)

Medina, Saudi Arabia | Oct 2019 – Aug 2024

- Coordinated meetings, conferences, seminars, and corporate events.
- Managed budgets, vendor relations, and service providers for seamless execution.
- Supported speakers, guests, and VIP attendees with professional event services.

Administrative Planning Supervisor | Muhammadiyah Towers (Mövenpick Company)

Medina, Saudi Arabia | Oct 2019 – Aug 2024

- Oversaw brand transition projects, including restructuring and new department setup.
- Evaluated staff performance, identified training needs, and implemented development plans.
- Monitored goals and KPIs to improve operational performance.

Marketing Supervisor | Muhammadiyah Towers (Mövenpick Company)

Medina, Saudi Arabia | Oct 2019 – Aug 2024

- Designed and executed marketing strategies to attract businesses and individuals.
- Increased annual revenue by positioning the venue as a destination for events and workshops.
- Served as Duty Manager, managing VIP relations and guest experiences.

Course Instructor | Taibah Institute

Medina, Saudi Arabia | Oct 2020 – Jun 2021

- Delivered courses in tourism, hospitality operations, and international systems.
- Trained participants on tourist accommodation and sector operations.

Advertising Marketer | Amlak Real Estate Newspaper

Medina, Saudi Arabia | Feb 2015 – Feb 2017

- Created and managed advertising campaigns to drive brand visibility and sales.

Education

- Master of Business Administration (MBA) – [University Name] — Expected Completion: 2025
- M.Sc. in Educational Policies – Taibah University, Medina, Saudi Arabia (2017)
- B.Sc. in General Biology – University of the Northern Borders, Arar, Saudi Arabia (2013)

Certifications & Courses

- Certified Associate in Project Management (CAPM)
- Key Performance Indicators (KPIs)
- Hospitality Experience Program, MOT & Glion Institute – 2022
- English Language Program, Al-Wafi Institute – 2016 (6 months)
- Data Entry & Word Processing, MCCI – 2015 (6 months)

Technical Skills

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Data Analysis & Reporting
- Event & Travel Coordination
- Calendar & Schedule Management
- Database Management & Data Entry
- Multi-tasking & Team Collaboration

Languages

- Arabic: Native
- English: Very Good