

ESRAA AFIFI

Project Manager

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SUMMARY

Project Manager with **4+** years of experience in leading cross-functional teams and delivering complex projects on time and within scope. Skilled in Agile methodologies, project planning, and stakeholder management. Eager to bring my expertise in coordinating teams, optimizing workflows, and driving successful project outcomes to your company, while continuing to grow in a dynamic environment.

WORK EXPERIENCE

Project Manager - Nalqa

Nov 2023 - Present

- Revamped the B2C & B2B Customer Applications, resulting in a 40% improvement in user retention and a 25% increase in user satisfaction through UX enhancements.
- Conducted extensive market research and competitor analysis, driving a 30% increase in product adoption within the first six months post-launch.
- Created and prioritized user stories, leading the development team to deliver features that boosted customer engagement by 35%.
- Spearheaded UX research and testing, which led to a 20% reduction in user friction across the Customer and Driver apps, improving overall usability.
- Managed cross-functional collaboration between development, design, sales, and marketing teams, resulting in a 50% faster release cycle for new features and product updates.
- Worked closely with sales teams to analyze user data, driving a 40% improvement in customer retention and optimizing key product features.
- Successfully led the end-to-end delivery of three major applications—Customer, Contractor, and Dispatcher apps—ensuring a 30% reduction in time-to-market compared to previous cycles.
- Collaborated with PMs and system analysts to gather requirements, driving product alignment with business goals and delivering products that improved operational efficiency by 20%.
- Worked with developers on Mixpanel to track user interactions and optimize product features, enhancing data-driven decision-making.

Projects : [[Customer App](#) , [Driver App](#) , [CRM/Sales Portal](#) , [nTeam Dispatcher](#) , [nPortal](#)]

Business Analyst - Elm Company KSA

Jan 2024 - Present

- Led key governmental projects, delivering secure, innovative solutions to enhance public sector services and improve operational efficiency.
- Managed the development and implementation of a new employee and manager system for tracking progress, attendance, and service requests (e.g., leave, vacation, and sick requests), increasing efficiency and user satisfaction by 30%.
- Collaborated with business analysts to gather and analyze requirements, ensuring project objectives aligned with business needs and stakeholder expectations.
- Guided development teams through Agile sprints, resulting in a 15% increase in sprint efficiency and the timely delivery of high-quality projects.
- Managed cross-functional teams, increasing productivity by 25% and improving design quality by 20% through effective leadership and collaboration.
- Led the development of the "Madhaleem" grievance system for Saudi courts, improving case management and streamlining grievance handling processes.

Project Manager - AKWAD Software House

Aug 2021 - Nov 2023

- Collaborated with the product team to gather requirements, resulting in a 30% improvement in project scope accuracy and reducing rework by 20%.
- Led the analysis and development of B2B and B2C products, which increased overall customer satisfaction by 25% and improved feature adoption by 35%.
- Created and prioritized user stories, enabling a 40% faster delivery of product features while maintaining high quality and alignment with business objectives.
- Coordinated with developers and testers to ensure product quality, reducing defects by 15% and accelerating time-to-market by 25%.
- Conducted market and competitor analysis, which informed product development strategies and contributed to a 20% increase in market share within the first year.
- Drove stakeholder engagement, aligning business goals with technical execution, which led to a 10% increase in customer acquisition and retention rates.

Projects : [[Learnovia App](#) , [Techimatter Website](#) , [Techimatter Business Owner](#) , [Customer B2B App](#) , [Collector App](#), [GreenPan WebForm](#)]

EDUCATION

Bachelor of Computer Science

2014 - 2019

- Ain shams University
 - Computer Science Bachelor's Degree at Ain Shams University (Bsc Degree)
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