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# Mazza FarajAllah

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## EDUCATION

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<b>Jan – Nov 2022</b>	<b>Urban Leadership Foundation of Colorado</b> Leadership, networking and professional development Fellowship Program	Denver, Colorado
<b>Jan - Apr 2021</b>	<b>University of Colorado Boulder</b> Certificate in Corporate Social Responsibility (CCSR)	Denver, Colorado
<b>July 2019</b>	<b>Hamburg School of Business Administration</b> Corporate Social Responsibility Management Course	Hamburg, Germany
<b>2010 - 2014</b>	<b>Dar Al-Hekma University</b> Bachelor's of Science Degree in Business Administration, Banking & Finance	Jeddah, Saudi Arabia

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## WORK EXPERIENCE

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<b>May 2021 - Present</b>	<b>WESTERN UNION FOUNDATION</b> Corporate Foundation of the Western Union Company   8k+ Employees   \$7.37B+ <i>Donor Engagement and Fundraising Senior Specialist</i> <ul style="list-style-type: none"><li>• Fundraising and leading employee engagement activities and events across Western Union's 8k+ employee base worldwide by executing the annual employee giving campaign. Reached 75% engagement across the company with \$315k raised for the Western Union Foundation in 2021.</li><li>• Conducting data analysis and management of the Foundation's outreach efforts and reporting on key outcomes and impact.</li><li>• Managing and organizing volunteer activities in Denver and connecting employees to the Foundation's grantees worldwide for closer collaboration on local volunteer or fundraising opportunities.</li><li>• Building relationships with senior executives and nonprofit leaders globally to act on opportunities to raise awareness of the Foundation, encourage volunteering in the local community and charitable donations.</li></ul>	Denver, USA
<b>Dec 2019 - May 2021</b>	<b>MUSLIM JEWISH CONFERENCE</b> Non-Profit Interfaith Civil Society Organization   5 - 8 Employees   \$500k+ <i>Financial Analyst and Grants Co-Writer</i> <ul style="list-style-type: none"><li>• Led a team of 8 in the grant submission of 'The Muslim Jewish Coalition for Combatting Hatred' to the European Commission's Rights, Equality and Citizenship Program for a €480k+ grant. The primary objectives of the program were to contribute to the development of areas where equality and the rights of persons are promoted and protected. The key focus was on promoting non-discrimination and combatting racism, xenophobia, homophobia and other forms of intolerance.</li><li>• Performed a 10 year financial analysis of the MJC's operational budgets to prepare financial statements for the grant application.</li></ul>	Vienna, Austria
<b>Oct 2019 – Oct 2020</b>	<b>ALBAIK FOOD SYSTEMS COMPANY</b> Quick-Service Restaurants Company   5k+ Employees   \$20M+ <i>Social Responsibility Leader</i> <ul style="list-style-type: none"><li>• Led a year-long nationwide Food Safety Awareness Program and Competition with impressions reaching 2M+ people in partnership with the Saudi Food and Drug Authority (SFDA) to improve good food safety practices.</li><li>• Prepared and balanced annual CSR Programs and Sponsorships Budget of over \$2 million for three consecutive years. Eliminated reporting inaccuracies by 25% and reduced unnecessary budget spending by \$50k.</li><li>• Advanced the status of an economically disadvantaged neighborhood by leading a project to build a sports facility for youth tournaments and local community events in collaboration with the local municipality to reduce neighborhood crime rates by 68% by 2025.</li></ul>	Jeddah, Saudi Arabia
<b>Jan 2018 – Oct 2020</b>	<b>Systems Development Team Leader &amp; Technical Writer / Editor</b> <ul style="list-style-type: none"><li>• Hand-picked by the CEO to lead a cross-functional team of 40+ senior executives, management team members and consultants in the development of a 2,000+ page Restaurant Operations Manual, while managing the project plan and a budget of over \$1M. Project was completed within 1 year and 6 months – ahead of schedule by 2 years.</li><li>• Created a unified set of operational instructional guides and how-to's for current and future licensees.</li><li>• Translated complex processes and procedures into clear and understandable text targeted towards a global audience in a clear and concise manner.</li></ul>	
<b>Jan 2018 – Sep 2019</b>	<b>Corporate Social Responsibility Programs Supervisor</b> <ul style="list-style-type: none"><li>• Planned and managed a challenging renovation project for a local school for 352 blind and visually impaired students.</li></ul>	

- Drove work efficiency and productivity by leading the development of a grants and sponsorship management system to manage 130+ grant proposals received annually.
- Designed and implemented ALBAIK's first CSR internship program leading to the successful hire of one intern full-time.
- Won two national awards – Jeddah Creativity Awards 2018 and Saudi Tourism Excellence Awards 2017.

#### **Jan 2016 – Dec 2017 Corporate Social Responsibility Specialist**

- Devised a free-meal management system to control and contain leaks of over \$5k annually; system's objectives were to ensure clear communication and accountability across the communication chain from designated restaurants to support office.
- Protected the brand by supporting the Brand Communications and Reputation Team in 25 new restaurant openings, 5 new product launches and 47 event sponsorships over six years.
- Supported the Government and Public Relations Team by preparing corporate press releases in Arabic and English, facilitating 28 government sponsorships and in-kind services annually.
- Managed strong relationships with stakeholders such as local non-profits, community centers, youth initiatives and volunteer groups.

#### **Sep 2014 – Dec 2015 Corporate Social Responsibility Coordinator**

- Managed a nationwide community development program for schools with the Saudi Ministry of Education, reaching 2M+ students over 7 years. Executed tasks which led to the production of an annual national CSR television commercial. Tasks included branding and design supervision, management of the project plan, budget, strategy and competition.
- Orchestrated ALBAIK's annual House Hero summer program for 5 consecutive years (2015 - 2019); mission involved planning and developing educational programs for 500+ kids (aged 12 – 18 years old) in two cities, along with managing program partnerships with an annual budget of over 1M+ S.A.R. and arranging for subsequent press coverage. Increased annual student registration from 75% to 100%.
- Managed the company's annual pledge to climate change awareness for 5 consecutive years (2015 – 2019) by participating annually in the World Wildlife Fund's Earth Hour Campaign held across 100+ branches.
- Planned and executed an annual family sports event with a local partner for 3 consecutive years (2015 – 2017); managed budget and organized resources (branding and designs, food and beverage, food safety audits with third party food service providers) along with social media and press coverage. Estimated attendance reached over 2,000 guests by 2017 during the event's tenth anniversary.
- Won 'Top CSR Initiative Award' for ALBAIK's Please Park It Right Campaign at the Global SABRE Public Relations Summit 2015 in Miami, USA.

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### LANGUAGES

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**Arabic:** Fluent

**English:** Fluent

**French:** Basic

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### GENERAL INFORMATION

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#### **Additional Work Experience and Internships**

Jeddah, Saudi Arabia

- **Electives Teacher**, Dar Al Fikr International Girls' School (Jan 2016 – Jun 2018). Taught 100+ high school students four elective courses which were Communications & Leadership, College & Career Planning, Social Studies and International Relations & Debating.
- **Biographer and Ghost Writer**, Dar Al-Hekma University (May 2014 – Jun 2015). Co-authored a 200-page book documenting the university's history and highlighting its achievements.
- **English Tutor**, The Writing Studio, Dar Al-Hekma University (Oct 2013 – May 2014). Tutored students to improve their English writing and speaking skills.
- **Business Intern**, Islamic Development Bank (Jul – Sep 2013). Provided administrative and analytical support to the Risk Department by chronologically archiving and organizing 10 years of financial statements, contracts and memorandums of understanding.

#### **International Conferences and Trainings**

- 10<sup>th</sup> Muslim Jewish Conference. Vienna, Austria (Dec 2019)
- 1<sup>st</sup> Paris Peace Forum. Paris, France (Nov 2018)
- 8<sup>th</sup> Muslim Jewish Conference. Sarajevo, Bosnia & Herzegovina (Aug 2017)
- National Restaurant Association Educational Foundation Courses (10 weeks) conducted by Virginia Tech University. Jeddah, Saudi Arabia (Sep 2014 – Aug 2016)
- 3<sup>rd</sup> Youth to Youth International Summit. Dubai, United Arab Emirates (Jun 2016)
- Global Youth Leaders Summit. New Delhi, India (Aug 2016)
- Global Public Relations Summit. Miami, United States of America (Oct 2015)
- Vienna International Christian Islamic Summer University (3 weeks), University of Vienna. Vienna, Austria (Aug 2014)
- 60<sup>th</sup> Harvard National Model United Nations Conference. Boston, United States of America (Feb 2014)

#### **Dar Al-Hekma University Extracurricular Activities**

- **Public Speaking and Training Director**, Model United Nations Club (Sep 2012 – May 2014)
- **Club President**, Toastmasters Club (Sep 2012 – May 2013)
- **Vice President**, Student Government (Sep 2011 – May 2012)