



# RULA KUSTIRO

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## PROFESSIONAL SUMMARY

Membership Consultant with 4 years of experience in A-Class fitness clubs, specializing in membership sales, client engagement, and customer service. Skilled in assessing client needs, presenting membership options, and supporting member satisfaction. Strong communication skills and a client-centered approach to drive membership growth and foster positive relationships. Holds a professional HR diploma, adding expertise in people management, organizational processes, and administrative support.

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## STRENGTHS AND EXPERTISE

Human Resources Knowledge  
Recruitment Support  
Adaptable & Quick Learner  
Problem-Solving & Conflict Resolution

Customer-Centric Approach  
Professionalism & Confidentiality  
Customer Service & Relationship Building  
HR Documentation & Recordkeeping

Team Collaboration  
Excellent Communication Skills  
Organizational Skills  
Employee Onboarding & Training

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## PROFESSIONAL EXPERIENCE

OCTOBER 2022 – JULY 2024

### NORDIC CLUB

#### MEMBERSHIP CONSULTANT

- Led membership sales initiatives, resulting in 25% membership growth within one year by enhancing sales strategies and customer engagement.
- Conducted consultations with potential members, achieving a 40% conversion rate of leads into active memberships through tailored solutions and consistent follow-up.
- Utilized CRM software to maintain detailed, up-to-date records of client interactions, enhancing data-driven decisions and increasing client retention by 15%.
- Delivered high-quality service by addressing member inquiries, promoting club offerings, and ensuring client satisfaction.
- Fostered strong member relationships through personalized fitness solutions and regular check-ins, helping to reduce churn rates.

## FIBERS GYM

SEPTEMBER 2020 – JUNE 2022

### MEMBERSHIP CONSULTANT

- Engaged prospective members by presenting membership options and fitness services, supporting steady membership growth.
- Built and maintained strong client relationships, boosting member retention through personalized service and follow-up.
- Contributed to the implementation of sales strategies that increased membership numbers and client satisfaction.
- Delivered superior customer service to new and existing members, addressing inquiries and resolving concerns promptly.
- Used CRM software to manage client interactions and follow-ups, ensuring consistent communication and enhanced engagement

## X-SPORT GYM

JULY 2019 – MARCH 2020

### MEMBERSHIP CONSULTANT

- Engaged prospective members to promote membership packages, achieving a 20% increase in sign-ups.
- Conducted personalized gym tours to showcase facilities, equipment, and amenities to potential clients.
- Managed membership renewals and retention efforts, improving satisfaction and loyalty by 15%.
- Provided exceptional customer service by promptly addressing inquiries and resolving member concerns.
- Analyzed membership trends and client feedback to refine sales approaches and improve offerings.
- Maintained accurate records of memberships and communications through the club's CRM system.

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## EDUCATION AND CERTIFICATION

**bachelor of business | 2023 | Arab open university | marketing major**

- certificate of completing all sessions and workshops of **professional Human Resources management Diploma** from **EGYCHAM** approved by **HRCI and SHRM** with an **excellent grade**
- certificate of completing an **excel course** with **excellent grade**

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## LANGUAGES

- native arabicfluent
- english

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## SKILLS

- MICROSFOT OFFICE SUIT(WORD,EXCEL, OUTLOOK)
- EMPLOYEE DATA MANAGEMENT
- CUSTOMER SERVICE EXCELLENCE
- TIME MANAGEMENT
- ATTENTION TO DETAILS