

AYA NASR HAMED

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CAREER OBJECTIVE:

A highly motivated and results-oriented individual with a strong academic background in finance and hands-on experience in banking operations, marketing, and content writing seeks an entry-level position within a reputable financial institution. Possessing a keen interest in the, wealth management, investment banking, commercial banking], I am eager to contribute my skills and knowledge to support the growth and success of a dynamic organization.

EDUCATION:

South Valley University, Qena.

(Expected graduation 2026)

- 3rd year in Faculty of Commerce, English Section.

PROFESSIONHAL EXPERIENCE:

National Telecommunication Institute, Qena

Media Ambassador

(Mar2024-Till Now)

- Developed and maintained positive company image and reputation.
- Collaborated with internal teams to ensure successful execution of promotional activities.
- Maintained thorough understanding of competitors and market trends.
- Conducted market research to identify opportunities for brand expansion. Social Media Content Creator

Ruya Beauty, Qena

Social Media Content Creator

(Nov2023- May2024)

- Generated creative ideas for original content that is tailored towards specific audiences.
- Managed social media accounts by implementing strategies and tactics to grow followers

PERFESSIONAL DEVELOPMENT:

- Social Media Marketing (Workshop), TIEC (Mar2024)
- leading businesses, EBI online (Feb2024)
- Business model, EBI online (Feb2024)
- Implementation stage for small projects, EBI online (Feb2024)
- Financial plans, EBI online (Feb2024)
- The relationship between banks and small enterprises, EBI online (Feb2024)
- The Introductory Program on Credit in Banks, EBI online (Dec2023)
- Media Buying (Workshop), TIEC (Nov2023)
- Business Analytics (Workshop), TIEC (Aug2023)
- Job Readiness (Workshop), TIEC (Aug2023)
- Innovation and entrepreneurship, innovegypt (Feb2023)

PROFESSIONAL INTERNSHIP:

AZZRK Internship Program

(oct 2024)

- Assisted in the development of promotional campaigns for new product launches or seasonal promotions.
- Developed and implemented strategies to increase brand awareness through social media channels.
- Collaborated with other departments to ensure consistency of messaging across multiple channels.

Net Arabia Internship Program

(Sep2024)

- Created and managed daily content calendars for multiple social media accounts.
- Designed visuals for use on social media platforms.
- Optimized posts using relevant keywords, hashtags, and links to increase visibility.

Emirates NBD & EYouth Internship Program (Sep2023)

- Enhanced financial literacy and ability to discuss financial concepts (budgeting, saving, investing)
- Developed strong communication and interpersonal skills (teamwork, problem-solving, leadership)
- Improved time management strategies and self-care practice
- Strengthened emotional intelligence and ability to understand diverse perspectives

CIB Egypt Summer Internship Program (Aug2023)

- Developed a comprehensive understanding of financial institutions, financial inclusion, social intelligence, sustainability, and emerging technologies like blockchain, AI, and data analytics. (Like digital marketing, design thinking, etc.)
- Gained practical experience in applying innovative solutions to real-world challenges within the banking sector.
- Demonstrated strong problem-solving and analytical skills through participation in hands-on projects

Egyptian Banking Institute (EBI) - Egyptian Banking System Model (EBSM) Program (Mar2023)

- Developed practical banking skills through a comprehensive simulation program offered by the Egyptian Banking Institute (EBI) in collaboration with Banque Misr.
- Gained experience in applying core banking principles across various departments, including retail and commercial banking. (like customer acquisition, portfolio management, etc.)
- Proficient in navigating financial instruments like loans, deposits, and financial reporting while adhering to regulatory compliance standards.

PROFESSIONAL VOLUNTEERING:

- **Hult Prize-South valley University, Member of Marketing**
- **Enatus**
- **Hult Prize-South valley University, Member of Marketing** (Nov2023-Apr2024)
- **Life Makers-Qena, Volunteer Media Coordinator.** (Sep2023–Till Now)

SKILLS:

Language skills:

- Arabic: Mother Tongue
- English: Very Good

Transferable skills:

- Relationship-Building
- Presentation
- Communication
- Time management
- Confidence
- Problem Solving

Computer skills :

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