

Heba Ahmad Salah Eldeen

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Career Objective

A highly skilled senior student with in-depth knowledge in Banking in addition to analytical Mindset, high reliability and problem-solving skills seeking to utilize my skills, volunteering, and intensive professional development courses in a challenging opportunity in the banking sector.

Education

Tanta University, Tanta 2019-2023
Bachelor of Commerce, Business Information System

- Cumulative GPA: 3.95/4 (Excellent)

Internships

Customer Service trainee at Banque du Caire, Tanta August 2022 – September 2022

- Activated +70 mobile wallet (Qahera Cash) daily by presenting the wallet's benefits for bank clients.
- Trained on cross-selling methods for BDC retail products.
- Assisted in opening new Accounts, giving Loans, Cards, CDs, TDs, Power of Attorney, and Internet Banking.

Marketing intern at Plstka, Tanta April 2022 – September 2022

- Creating smart copy and eye-catching posts that support organic and paid lead maximization.
- Drive brand awareness whether through events or social media.
- Responding to customer inquiries concerning our service via Social Media platforms.

Sales intern at iCareer, Remotely March 2022 – May 2022

- Achieved +300% of the B2C target.
- Recognized as one of the top 10 achievers (4th) among +70 members in the sales internship.
- Worked on a project (Supply Chain Innovation Summit) with a Conversion rate of 37%.

Marketing Specialist at CV For Career, Remotely August 2021 – November 2021

- Promoted after 1 month from an intern to a part-time employee.
- Raised Social Media indicators which positively affected sales.
- Wrote, edited, published, and shared daily content on (Facebook, LinkedIn, Instagram).

Trainee at CIB Egypt, Remotely August 2021

- Got acquainted with the banking sector and banking products offered by CIB.
- Learned about banking digitalization, compliance, business etiquette, and data analytics.

Trainee at Bank Masr, Remotely July 2020 – September 2020

- Learned about Excellence in customer service, Effective Communication, Personal loan, and Problem solving.
- Learned about the importance of financial inclusion, Its impacts on our lives and the country's economy.

Student Activities

Ambassador at Techne, Tanta February 2022 – Present

- Successfully Made deals with 8 community partners.
- Helped +100 attendee in the registration process.
- Reached out to the Event via social media platforms.

Marketing member at Tamakani, Remotely August 2021 – October 2021

- Prepared and Created Content.
- Developed ideas to differentiate our brand.
- Conducted the Market Analysis (Competitors analysis, Target audience analysis and SWOT Analysis).

PR member at YLY, Tanta July 2020 – September 2021

- Recognized as the best PR member twice.
- Organized +10 Successful events.
- Collected data about potential partners and sponsors.

Courses

- Business English for Intermediates , UCCD / AUC	February 2022
- English for Workplace , British Council / Edraak	August 2021
- Sales Foundation , LinkedIn Learning	July 2021
- Introduction to Banking , CFI	July 2021
- Digital Marketing professional track FWD , Udacity	October 2020
- Sales Fundamentals , ALTIN GROUP company	September 2020
- Online Marketing Foundation , LinkedIn learning	September 2020
- Social Media Marketing Foundation , LinkedIn learning	September 2020

Skills

- **Interpersonal skills**
 - Cross-Selling
 - Leadership Skills
 - Commitment
 - Customer Service
 - Adaptability
 - Negotiation Skills
 - Objection Handling
 - Professional Communication
 - Time Management
- **Language skills**
 - Arabic: mother tongue
 - English: upper Intermediate (C1)
- **Computer skills**
 - Very Good Command of MS Office (Word - PowerPoint - Excel – Outlook - Teams)