

**Salma Abousenna**  
**Salma.abousenna@aucegypt.edu**  
**Cairo, Egypt**  
**012-2169-4965**

## EDUCATION

### **The American University in Cairo, Egypt (AUC) (2013 - 2019)**

- GPA: 3.4
- Masters of Arts – Political Science: Comparative Politics
- Pending Dissertation

### **The American University in Cairo, Egypt (AUC) (2004 - 2008)**

- GPA: 3.0
- Bachelor of Arts – Political Science: International Relations
- Minor Psychology

### **Fairleigh Dickinson University, New Jersey, USA (FDU) (2003 - 2004)**

- Freshman Year GPA: 3.7 (Made it to the president's list)
- Mass Communications: Public Relations & Advertising

### **Fort Lee High School, New Jersey, USA (2000 - 2003)**

- American Diploma – GPA 3.5 graduated with honors

### **Earlier Educational Experiences:**

- Port-Said School, Cairo, Egypt (1999 - 2000)
- Sayfol International School, Kuala Lumpur, Malaysia (1997 - 1999)
- American International School, Islamabad, Pakistan (1995 - 1997)
- Manarat School for Girls, Riyadh, Saudi Arabia (1990 - 1995)

## WORK EXPERIENCE

- **Office Manager & Head of Operations, (June 2023 – December 2023) at Moharram & Partners for Public Affairs & Strategic Communications.** Communicating and liaising with stakeholders (government, private sector & international organizations. Supported the drafting and editing of reports as well as prepare presentations/proposals as assigned. Supported the CEO & Senior Management in all strategically & operationally relevant matters.
- **Internal Communications Consultant, (November 2022 – June 2023) at SODIC.** Responsible for providing information, strategies, insights, ideas and perspectives through personal experiences.
- **Corporate Governance Consultant, Centre of Excellence (February 2022 – November 2022) at SODIC.** Overseen the governance requirements of the BoD and ensured compliance with the governance framework and advise committys'; accordingly, Meeting management. Supported in drafting of Resolutions and Corporate Governance related documents. Management of Directors disclosures of interest. Adhere to relevant

onboarding processes and procedures. Actively enhance the SODIC offerings and strive for excellence.

- **Market Research Senior Specialist (February 2022 – May 2023) at SODIC, 6<sup>th</sup> of October.** Researched competition and write reports on intelligence gathered and created market scans.
- **Undergraduate Research Communications and Dialogue Specialist, Undergraduate Studies, New Cairo, Egypt (September 2018 – January 2022).** Publicized for the dialogue courses and assist in promoting UR services and activities across disciplines. Organized visits from international partners at AUC. Documented and communicated aggregate data and information through progress reports. Support in the production of communications material including informational documents, stories, photography, video, website and social media content. Leading information sessions and writing articles for publications.
  - <https://youtu.be/7C0-FK83oWQ>
  - <https://youtu.be/NrrLkTsOu6E>
- **Senior Account Specialist, Vantage Communications, Cairo, Egypt (December 2016 – April 2017)** Researched and surveyed for clients such as ADIB, as part of the re-pitch, research and communication for AXA, Arabic to English translations for Novartis, on the Novartis sponsored World Cancer Day event, screening/recruiting patients, social media, overseeing and editing Cancer Awareness Campaign on YouTube, and an art workshop.
  - <https://youtu.be/BReApOI9n5U>
- **Senior Specialist at Office of Internationalization & Partnerships, School of Business, AUC, Cairo, Egypt (March - November, 2016)** Managing assigned international partnerships and programs such as DBiME, AUC USC IBMENA, identifying areas for collaboration with existing as well as new partners, working on the visibility of the schools internationally as well as working with Faculty members on International Programs and preparing International events.

### **Principal Accountabilities Include the Following:**

#### **Launch of Doing Business in the Middle East:**

- Set Program budget
- Marketed the program
- Arranged with faculty awareness sessions
- Prepared site visits
- Coordinated with participants program timing and payments
- Prepared market research on similar programs
- Program Logistics

#### **AUC-University of South Carolina IBMENA Launch:**

- Communicated changes/updates with USC
- Arranged for marketing the program
- Prepared research on top international high schools in Africa and other potential markets to promote the program on international levels
  - IBS: Launch, applications follow-up with students

- Events: Organize events with International partners;  
Invite panelists
- Send event announcement for potential participants
- **Cross-cultural Dialogue Coordinator at Undergraduate Studies, AUC, Cairo, Egypt (September 2012 - 2015)** Assisted in fulfilling the aim of the Dialogue Project; which is to encourage interaction between AUC and liberal arts institutions in the Middle East and universities in the U.S., Europe, Middle East, Asia and Africa in order to promote mutual understanding and to establish relationships that can be further explored in the future. The position of Dialogue Coordinator requires someone with organizational abilities, experience in handling crisis management when needed and a sense of dedication to the nature and aims of the dialogue.

**Principal Accountabilities Include the Following:**

- Occasionally, lecturing on behalf of the professors' when unavailable to moderate the videoconferences.
- Undertook administrative tasks related to the offered dialogue courses in relation to the process of registration and daily operations by providing administrative assistance to both the instructors and students as needed via social media and 'dialogue webpage.'
- Coordinated the various academic aspects related to the functioning of the dialogue (e.g. ensuring variety of topics and partners, guaranteeing the presence of the appropriate reading materials before each Video Conference, etc.)
- Publicized for the dialogue courses throughout various means; as well as interviewing students and overseeing student enrollment in the course
- Maintained a database of all dialogue partners as well as the academic resources relevant to the dialogue courses.
- Expanded the purview of the Dialogue Project, whether by proposing new courses or by planning other dialogue-related activities.
- Updated the Dialogue Project's Website:
  - <http://www.aucegypt.edu/academics/undergrad/core/dialogues/Pages/default.aspx>
  - Facebook: <https://www.facebook.com/aucdialogueproject/>
- **Executive Personal Assistant for CEO & MD at JWT, Cairo, Egypt** monitoring, researching, editing, commissioning work, booking workshops, organizing travel and organizing conferences, workshops, complex travel itineraries, and preparing presentations (May 2011 - 2012).
  - [www.jwt.com](http://www.jwt.com)
- **Marketing Executive for VOILA Luxury Foods & Treats, Cairo, Egypt** launching of premier store, organizing seasonal offers for products promoted, editing and upgrading website, overlooking catalogue and flyer content (2010 - 2011).
  - [www.voilaluxuryfoods.com](http://www.voilaluxuryfoods.com)
- **Social Media/Online Marketing & PR for Bioceuticals Quality Neutraceuticals, Sydney, Australia** interacting with would-be consumers and health professionals on-line and to maintain social networking sites such as health blogs, Facebook and Twitter.

Observing, analyzing, managing and reporting on company's social media presence as well as competitors', reporting noticeable trends, product usage and driving internet users to Bioceuticals website. (2009 - 2010).

- [www.bioceuticals.com.au](http://www.bioceuticals.com.au)
- **Intern for The Lowy Institute for Australian Foreign Policy Research Think Tank, Sydney, Australia** Participating in completion of the publication 'Zealous Democrats: Islamism and Democracy in Egypt & Turkey.' Researching, writing, translating and editing. ( 2008 – 2009).
  - [www.lowyinstitute.org](http://www.lowyinstitute.org)
- **Student Worker at International Admissions Office at Fairleigh Dickinson University, Teaneck, New Jersey, USA (2003-2004).**

## HONORS & AWARDS

- **Awarded** a distinguished recognition by National Model United Nations (NMUN) in New York for exceptional work as the Delegate of Russia in the 3<sup>rd</sup> General Assembly discussing the UN Literacy Decade (**Spring 2008**).[www.nmun.org](http://www.nmun.org)
- **Awarded** a distinguished recognition by NMUN in New York for exceptional work as the Delegate of Brazil in the WHO discussing AIDS & Avian Flu (**Spring 2007**).
- **Member** of the National Honor's Society at Fort Lee High School for 1 year (**2002 - 2003**).
- **Member** of the International Thespian's Society at Fort Lee High School certified by authority of the Board of Trustees for 1 year (**2002 - 2003**).

## EXTRACURRICULAR ACTIVITIES

- **Ambassador of Egypt in Azerbaijan Assistant in** organizing cultural and social events such as charity art exhibitions, gala dinners and memorial receptions. Other duties included but were not limited speech writing for all events both the ambassador and his spouse (**2012 - 2015**).
- **Consul General of Egypt in Sydney Assistant in** organizing cultural and social events such as film screenings, gala dinners and memorial receptions. Other duties included but were not limited speech writing for all events both the ambassador and his spouse (**2008 - 2010**).
- **Student Volunteer** tutoring students who speak English as Second Language (grammar, literature and history) (**2001 - 2003**).
- **Student Volunteer** selling refreshments at school sports events, daily morning breakfast bar for fundraising purposes (**2001 - 2003**).

## SKILLS/ HOBBIES

- Reading, Writing, Music, Yoga, Kitesurfing and Traveling
- **My Blog:** <http://sampatheoptimist.blogspot.com>

## LANGUAGES& COMPUTER SKILLS

- Arabic (native), English (fluent), French (Basic)
- Excellent usage of MS Office Applications; Word, PowerPoint & Excel
- Internet Research, Social Media savvy, Marketing savvy

- Mohamed Menza, Affiliate Assistant Professor & Director of the Dialogue Project, Department of the Core Curriculum, AUC [mifahmy@aucegypt.edu](mailto:mifahmy@aucegypt.edu)
- Robert Switzer, Dean of Undergraduate Studies & Director, Core Curriculum, AUC [switzer@aucegypt.edu](mailto:switzer@aucegypt.edu)
- Sherine Gad El Mawla, Director, Office of Internationalization & Partnerships, AUC [smawl@aucegypt.edu](mailto:smawl@aucegypt.edu)