

Nouran Ashour

Marketing teaching assistant

Nasr City, Cairo, Egypt

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Professional Summary

Marketing Teaching Assistant with a solid background in digital marketing, public relations, and media. Experienced in brand management, consumer behavior, SEO, social media management, and content creation. Strong ability to apply marketing theory in practical, data-driven campaigns across digital platforms.

Education

Egyptian Russian University

Bachelor of Business Administration – Marketing Major

2019 – 2023

Badr, Egypt

Arab Academy for Science, Technology & Maritime Transport

Academic MBA

2023 – Present

Cairo, Egypt

Auc digital marketing certificate diploma

2024–Present

New Cairo, Egypt

Work Experience

Marketing Teaching Assistant

Egyptian Russian University

2023 – Present

Cairo, Egypt

- Delivered engaging lectures and workshops on marketing fundamentals and digital trends.
- Assisted in curriculum development, student mentorship, and research support.
- Promoted creative, analytical thinking among students through real-life marketing simulations.

Internships

HR Intern

Americana Foods – Young Leaders Marathon with AUC

Sep 2022 – Mar 2023

Cairo, Egypt

- Led a team to first place in the HR competition track.
- Applied HR theory in a corporate setting; developed leadership and team coordination skills.

Social Media Intern

AL4SAGIA

Sep 2024

Cairo, Egypt

- Recognized for outstanding performance in social media strategy and execution.

Projects

Online Healthy Food Store – Marketing Campaign

- Developed a full marketing strategy for launching a healthy food store online, targeting health-conscious consumers.
- Designed a comprehensive advertising plan including branding, social media content, and offline expansion strategy.

COVID-19 Product Marketing Plan

- Imagined a new product suitable for pandemic-era needs and built a detailed marketing plan around it.
- Conducted market analysis, defined buyer personas, and proposed creative messaging aligned with crisis communication principles.

Leadership Styles Presentation

- Delivered a structured presentation explaining various leadership styles and their organizational impact.
- Highlighted the importance of adaptive leadership in improving team performance and workplace culture.

Augmented Reality & Digitization in Supply Chains

- Led a team project linking AR technology with supply chain operations, showcasing real-world applications.
- Analyzed case studies (e.g., DHL, IKEA, Boeing) to demonstrate how AR enhances logistics and warehouse management.

Skills

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|--------------------------------|----------------------------------|------------------------------|
| • Teaching and communication | • Marketing knowledge and skills | • Teamwork and collaboration |
| • Computer and software skills | • Presentation skills | • Time management |

Conferences & Workshops

Global Forum for Higher Education and Scientific Research

13th International Cancer Conference (Breast-Gyn-Immuno-oncology)

Delta University – Faculty of Management International Conference

Eyouth Entrepreneurship Workshop

Zagazig University – Nursing Faculty Workshop

Certifications

Digital Marketing Certificate - HubSpot Academy

Sep 2024

Content Marketing Certificate - HubSpot Academy

May 2024

Sales Management Certificate - HubSpot Academy

Jul 2024

Generative AI for Educators - Google x MIT RAISE

Sep 2024

Intellectual Property Certificate - Michelson Institute x National Academy of Inventors

Sep 2024

SEO Simternship® Certificate

Mar 2025

Digital Marketing Simternship® Certificate

May 2025

Social media® Certificate – Classic

May 2025

Extracurricular Activities

Author

- *Letters and Legends* – Cairo Book Fair 2021
- *Nagham Elrouh* – Cairo Book Fair 2022
- Founder of a personal creative writing and marketing page with 4,600+ followers
- Social activist and member of the **International Arab World Federation** since 2020

Languages

- Arabic – Native
- English – Business Fluent