

# AMERSO BASSIOUNY

University College London WC1E

Email: [amersobassiouny269@gmail.com](mailto:amersobassiouny269@gmail.com) | 07908596329

LinkedIn: <https://www.linkedin.com/in/amerso-bassiouny-b34231213/>

## EDUCATION

### University College London

09/20- 06/23

- BA Hons, English Language and Literature
- Received a commendation from the English Department for excellent performance in First-Year Sessional Examinations. Obtained a 2:1 in Second Year.

### Durham Johnston Comprehensive School

9/17-7/20

- A Level: English Literature (B) English Literature (A\* retaken), History (A), Geography (A).
- AS Level: English Language (A), Modern Greek (A).

### Durham Community Business College

9/16-6/17

- 7 GCSEs A\*-A, 3 GCSEs 9-6 including Maths and English.

## RELEVANT EXPERIENCE

### Client Services Analyst Intern, Similarweb

06/22-09/22

- Shadowed a range of professionals across the Client Services division including a Solutions Engineer, Success Analysts, Success Strategist, Investors Analyst and Account Manager.
- Crafted press kits for distribution to Similarweb's clients (e.g. Nestle, Carrefour etc.) and delivered press coverage summaries to the Marketing Department in relation to Similarweb's acquirement of Rank Ranger.
- Analysed a range of segment, traffic and channel data using the Similarweb platform and identified strategic and tactical opportunities for over 20 clients.
- Devised 2 bespoke training decks for Phillips DA Netherlands which were used in Similarweb's upselling negotiations. Phillips was upsold by 50 users bringing in an additional \$90k ARR.
- Created insight emails, decks, and vidyards to promote strong account health and satisfaction.
- Delivered insights for 2 Blitz days in which over 50 insight emails and decks were created, and increased client engagement by 20% for the month of July.
- Investigated and evaluated Similarweb's client engagement strategy as part of my final internship project. The project was deemed to be of 'great KPI value' by the Principal Client Success Analyst and was requested as a recording to be presented to central management.

### Part-time Content Creator, StudySmarter

09/21-02/22

- Researched, edited, and formatted over 80 educational articles for the History and English (A-Level and GCSE) curriculum.
- Peer-reviewed the articles of other content creators and employed Ryte to optimise the searchability of the articles.
- Navigated advanced software including GatherContent and StudySmarter's creators' platform.
- Awarded €100 bonus payment as recognition of excellent content production.

### Global FinTech Intern, Centre for Finance, Technology and Entrepreneurship

08/21

- Selected from a pool of 4000+ candidates across the world to be part of a 1,000-student cohort.
- Conducted intensive research into the best business model for PayPal to adopt in order to remain dominant in digital payments on its way to Super App status. Analysed 10 data sets on key markets, competitors and best position regarding merchants.
- Completed 8 masterclasses on AI in finance, Blockchain, Cryptocurrencies, and Open Banking.
- Participated in 5 Panel discussions with world-class banks, platforms, and companies such as Mastercard, PayPal, Onfido, R3, Grayce etc.

**Head of Research and Welfare, Bentham Brooks Institute****04/21-04/22**

- Supervised 5 research teams to ensure a harmonised research process at UCL's student-led think-tank.
- Reviewed the research papers monthly and conducted bi-monthly meetings with each team in order to assess their progress in regard to the research timeline.
- Restructured the selection process for Methodological and Topical advisors. They were chosen and contacted before the start of term which saved 2 months in the research timeline.
- Democratised the topic selection process. The active participation of junior researchers increased satisfaction ratings by 35%.

**Associate Editor, Cambridge Journal of Law, Politics and Art****02/21-08/21**

- Edited over 20 articles (Over 10,000 words long) related to the Arts section and made sure they adhere to the Cambridge Editorial Handbook.
- Collaborated with other Editors to ensure articles by external contributors remain faithful to an intersectional view of the 'Arts'.
- Edited the content of submissions where this requirement was not met. As a whole, we produced over 440 pages. The Journal is available in bookshops across London and Cambridge.

**Circl Future Leader****9/20-02/21**

- Completed a 6-week coaching internship and attained proficiency in the TGROW and CLEAR models.
- Attained a coaching certification recognised by the British Association for Coaching.
- Participated in bi-weekly 1-to-1 coaching sessions with a professional where coaching skills were applied to real-life business examples.
- Coached and was coached by professionals of different positions within the marketing industry (e.g. 'Mention Me', a referral marketing start-up).

**HONOURS and CERTIFICATIONS****Samsung Electronics Tech500 Hackathon Participant****04/22**

- Designed an innovative idea to help local businesses attract more customers.
- Took ownership of the brand-building of our app which I named 'SimplyLocal'. As it was aimed towards the Bangladeshi community of Brick Lane, I made sure to use green and red to reflect commitment towards Bangladeshi identity. I also created the company's motto: 'Thinking Local, Thinking of You'.
- Took initiative to propose and direct the team's dramatic skit to introduce our presentation, which was unique among the nine teams.
- Team came third out of nine teams and was especially praised for creativity.

**Digital Marketing Intern, Learning Curve Group****09/21-10/21**

- Completed a six-week introduction to digital marketing and mastered SMART goals, brand awareness, ROI measurement, HCI etc.
- Introduced to front-end coding. Included training in HTML, CSS and JavaScript. Progress was assessed through weekly digital labs on uCertify.
- Curated the front-end part of a website as proof of competency.
- Achieved a Level 3 certification in digital marketing

**Winner of the Euroscola Languages competition****02/18**

- Worked in a team to craft a short film script in several European languages advocating the continuation of freedom of movement after Brexit. Performed the second leading role in the short film.
- Acted as Representative of Britain at the European Parliament where I debated future EU policy (e.g., the prospect of a European army, European identity, trade etc.).