

Rokaya Ismail Nabil Heikal

New Cairo, Fifth Settlement

01002541222 | rokaya.ismail.nabil@gmail.com

in linkedin.com/in/rokaya-ismail-903089241

Objective

Business Administration graduate passionate about building a career in Human Resources. Eager to explore different HR functions, develop new skills, and contribute to creating supportive and engaging workplaces.

Experience

Freelance HR Recruiter — Maverick Impact

Oct 2024 – Dec 2024

- Sourced and screened candidates for diverse roles.
- Posted job listings, scheduled, and coordinated interviews.
- Built strong communication skills while managing candidates remotely.

Marketing Coordinator — EgyCham

Dec 2024 – Feb 2025

- Coordinated social media campaigns and business-related communication activities.
- Supported lead generation, content creation, and basic design tasks.

Digital Marketing Intern — Konecta Egypt

Jul 2025 – Sept 2025

- Collaborated on real case studies for brands such as Talabat and Vezeta, covering growth marketing, campaign planning, and content creation.
- Developed marketing strategies from planning to execution within team-based and individual projects.
- Strengthened adaptability, problem-solving, and project coordination skills.

Exam Invigilator (Part-time) — British Council

Oct 2025 – Present

Education

Al Azhar University — Bachelor of Commerce, Business Administration (English Section)
Graduated 2024 – With Honors (Very Good)

Digital Marketing Diploma

Comprehensive diploma covering strategy, planning, content creation, META Ads Manager, and Google Ads.

Courses & Certifications

- Basics of HR and soft skills – Almentor
 - The Art of business negotiation – Almentor
 - Microsoft Excel – Almentor
 - IEEE student activity: Social Media Marketing committee
 - Mckinesy and Company: Mckinesy Forward Program Internship
 - CIB Egypt: Future Employee for the Digital Era internship
 - Market research techniques – Almentor
 - Social Media Marketing – Almentor
 - Social Media Management 101- Yanfaa.com
-

Skills

- Communication & Negotiation
 - Time Management & Organization
 - Microsoft Office (Excel, Word, PowerPoint)
 - Adaptability & Teamwork
-

Languages

- Arabic: Native
- English: Advanced
- German: Basics