

Asmaa Mohamed Othman Helaly

Contact:

- 📞 Phone: +02 01014716066
- ✉️ Email: Asmaahelaly750@gmail.com
- 🏡 Address: Egypt – New Damietta
- LinkedIn: [Asmaa helaly linkedIn profile](#)

📅 Date of birth: 26/9/2000

Marital status: Single



About Me: Ambitious and detail-oriented Commerce graduate (English Section) with a proven track record in marketing, event coordination, and customer service. Skilled in communication, project management, and adapting to dynamic work environments. Looking to leverage my expertise and skills to contribute to organizational success and personal growth.

Education:

- Master of Business Administration (MBA) at Port Said University, majoring in Business Administration with a specialization in Marketing : **Feb 2025 until now**
- Bachelor's Degree of Commerce, Accounting (English Section)
Damietta University (2022) | **Grade:** Very Good

Skills:

- Strong presentation and public speaking skills.
- Excellent communication and collaboration abilities.
- Proficient in Microsoft Word and Excel.
- Time & Resource Management.
- Ability to Work Under Pressure.
- Event & project management.

Work Experience:

Marketing Specialist

Damietta Container & Cargo Handling Company

September 2024 – September 2025

- Participated in studying and analyzing changes to services map provided by shipping lines.
- Monitored and responded to emails from shipping lines and agents, improving response efficiency and ensuring timely communication.
- Coordinated with internal departments, including the Container Operations Department, to follow up on new services, enhancing collaboration and workflow efficiency.
- Attended meetings with shipping lines to discuss operational requirements and propose service improvements.
- Contributed to the preparation and organization for the company's participation in the Marlog 2025 Exhibition.

Digital Marketing Specialist

OSLOOP

March 2024 – Present (Part Time)

- Designing social media posts and writing engaging captions.
- Creating blog articles related to statistical analysis and research.
- Managing email marketing campaigns using Brevo.
- Promoting osloop's services through digital marketing strategies.
- Posting job openings and handling recruitment-related announcements.
- Developing marketing content to enhance brand visibility and engagement.

Marketing Assistant (Internship)**Huawei Technologies****January 2024 – July 2024**

- Played a key role in preparing and executing the IT Day event, ensuring seamless coordination and delivery.
- Supervised the company's booth during the ACI Exhibition, ensuring it was well-organized and engaging for visitors.
- Managed the organization and implementation of the Power Energy Department workshop, ensuring smooth operations and successful outcomes.
- Prepared comprehensive reports after each exhibition or workshop, summarizing results and key insights to support future planning.

Executive Assistant**Katilo Company****March 2023 – September 2023**

- Prepared container lists for the packaging factory in collaboration with suppliers.
- Met with customers to showcase factory products.
- Negotiated price offers with suppliers under the guidance of the CEO.
- Followed up and coordinated exhibition participation for the company.
- Managed emails and organized departmental and branch meeting schedules.

Courses and Trainings:

- Customer Service & Sales Training, Orange Telecom, New Damietta branch (Dec 2022).
- Diploma in Banking and Financial Inclusion (50 hours), Sep 2022.
- Summer Internship, Damietta Port Authority (Aug 2021).
- Digital Marketing Certification, Google (October 2020).
- Rowad online program Bank Misr (Sep 2020).
- Entrepreneurship Certification, Saylor Academy (Aug 2019).
- Summer training program, CIB bank (Damietta port branch, July 2019).

Volunteering work:

- Volunteer, Local Exhibition, Damietta Governorate (Dec 2018).
Assisting students in presenting and discussing their projects.
- Volunteer, Creativity Exhibition (Sep 2018).
Supported event coordination and participant management.

Language:

- Arabic: Native
- English: Excellent

Hobbies:

- Traveling and exploring new cultures.
- Continuous learning and acquiring new skills.