



# Marina Nashaat

## HUMAN RESOURCES

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### PROFESSIONAL SUMMARY

I'm passionate about building trust and lasting relationships, with 6+ years' experience in public relations and customer care. Known for clear communication, empathy, and turning challenges into positive outcomes that strengthen brand reputation.

### WORK EXPERIENCE

#### HR at Smart Shutter

09/2017 - 10/2020

- Managed end-to-end recruitment cycle (job posting, screening, interviewing, onboarding) for diverse roles.
- Developed and implemented HR policies, procedures, and employee handbooks aligned with labor laws.
- Oversaw employee relations, conflict resolution, and performance management processes.
- Handled payroll administration, benefits management, and attendance systems.
- Designed and facilitated training programs to enhance staff skills and career development.
- Maintained HR records, prepared reports, and ensured compliance with employment regulations.
- Supported management in workforce planning, talent acquisition, and retention strategies.

#### HR at Upper Medic

09/2021-4/2025

- Acted as the key liaison between the company and stakeholders, fostering positive relationships.
- Monitored public perception, media coverage, and customer feedback to provide strategic insights.
- Developed and executed communication strategies to strengthen brand image and customer trust.
- Supported marketing and promotional campaigns by aligning PR activities with customer engagement.
- Managed crisis communication and media relations, including preparing press releases and organizing events.
- Engaged audiences through social media and digital platforms to promote services and boost visibility.

### CONTACT

Phone: 01008406646

Address: Nasr City, Cairo

Email: marinanashaat2@outlook.com

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### ACADEMIC HISTORY

#### Misr University for Science and Technology 2013 - 2017

Mass Communication  
Department of Radio and TV  
Grade : Excellent

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### SKILLS

- Problem solving
- Strong communication skills
- Microsoft Offices
- Photoshop
- ICDL
- Adobe premiere
- Canva & Capcut