

# Rokaya Ismail Nabil Heikal

New Cairo, Fifth Settlement

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## 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.

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## 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 Vezeeta, 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

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## 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.

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## 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
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## Skills

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

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