

# Malak Nagy

Palm Hills Golf Extension, Sheikh Zayed, Giza, Egypt

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## PERSONAL PROFILE

A detail-oriented and adaptable individual eager to apply my diverse skill set and passion for marketing in a dynamic professional environment. My academic background as well as my experiences in the workforce has provided me with a solid foundation in digital marketing, public relations, advertising, and strategic communication. leveraging my skills to drive brand growth and engage target audiences effectively.

## EDUCATION

### American University In Cairo

- Bachelor's degree with honors in integrated marketing communication **(2024)**.
- Minors: Psychology- Business Administration.

### American Diploma

- Graduated in 2019.
- GPA of 4.00.

### Abroad Attended Semester

Spring 2022 - Universitat Autònoma de Barcelona. Barcelona, Spain.

- Coursework Covers: International marketing strategies., E-commerce and Online Business, Entrepreneurship and new venture creation, Principles of Marketing, Introduction to Microeconomics, Accounting, Introduction to Macroeconomics, media ethics and responsibility.
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## Professional Experience

### FP7 McCann Cairo

June 2025 – Present      **Senior Account Executive**

- **Accountability and Scope:**
- Responsible for managing Palm Hills Developments, Scope includes developing and executing marketing and communication strategies, overseeing creative development, and ensuring brand positioning reflects Palm Hills' leadership in the real estate market. In addition

to client servicing, responsibilities cover content creation, campaign ideation, and copywriting across multiple platforms, while coordinating with creative, media, and production teams to deliver impactful campaigns that resonate with target audiences.

## **Cairo Leasing Corporation**

Sept 2024– June 2025 **Junior Marketing Executive**

- **Accountability and Scope:**
- Responsible for attracting clients providing them with solutions that helps them access the working capital needed to support their business growth as well as managing their accounts in Leasing, Factoring, and mortgage. In addition to organizing and preparing operational documents (contracts, term sheets , and disbursement schedules)

## **EgyGraph**

Feb 2024- Present **Junior Account Manager**

- **Accountability and Scope:**
- Remotely creating digital marketing posts/stories on social media.

## **MO4 Agency**

Sep 2022 – Dec 2022 **Public Relations Executive**

- **Accountability and Scope:**
- Helped organize, invite and regulate: Ignite Gym's training party event, Self-yoga event, and John Legend concert

Jan 2021 – June 2021 **Junior Account Executive (intern)**

- **Accountability and Scope:**
- Worked along with the senior account manager with the following clients: PepsiCo, Wimpy, Mega, Coca-Cola, and Farm Frites.

## **Cairo Opera House**

June 2017 – Present **Training Assistant**

- **Accountability and Scope:**

- Regulating, train, and maintain the wellbeing and motivation of little ballerinas in ballet performances hosted In the Cairo Opera House, Main Hall.
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## **Extracurricular Activities**

- Volunteered at Alwan W Atar Community space: Gave children awareness classes about bullying, violence, etc.
  - Former Member of Mashrou' kheir AUC (make a wish committee).
  - Member of the Modern Dance Company at Cairo Opera House.
  - Volunteered at Lebaladna, Dar El tarbiah , Egypt.
  - Dancer/Actress in Charlie Chaplin Musical.
  - Former member of Slam Dancing Studio , Barcelona, Spain.
  - Took dance and ballet workshops in : Barcelona , Paris , Amsterdam, Brussels , Prague , and Milan.
  - Horseback rider at Equestrian Club , Zamalek , Egypt.
  - Former member of the cheerleading team at American University in Cairo.
  - Acting workshop with Gerald James, Luke Lhenner, and Walaa Kadah.
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## **Certification**

- IRB Certificate.
  - Received a certificate of honor for my performance in the Cairo International Festival for Experimental Theater.
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## **Languages, Personal & Computer Skills**

### **Languages**

- Arabic (Mother Tongue).
- English (Fluent).
- Spanish (Fair).

### **Personal Skills**

- Strong communication and interpersonal skills
- Ability to work independently and as part of a team.
- Hard Worker.
- Detail-oriented and able to handle multiple tasks simultaneously.

### **Computer Skills**

- Good Knowledge of photoshop
- Good knowledge of Adobe InDesign
- Basic knowledge of Microsoft Office
- Good knowledge of CAPSIM- SIMULATION

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**References Available Upon Request**