



Menna Abo Zahra

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Achievements:

Author of "Yoshbh El-Qahirah" Book (Selected Poems By Al-karma Publishers)

Professional Experience:

- **Publishing Coordinator, Author's Relations Officer at Dar El Shorouk Publishing**
(Mar 2022 – till now)
- **Digital Media Marketing Manager at Al-masriah Al-lubnaniah Publishing** (Oct 2021 – Mar 2022)

Tasks and Responsibilities:

- Responsible of the content creation.
- Improving advertising and promotional plans with clearly organized and executed marketing strategies.
- Coordinating with the designer to create books cover designs.

- **Marketing and Public Relations Officer at Al-Karma Publishing** (Mar 2018 – Oct 2021)

Tasks and Responsibilities:

- Organizing book signing events for Al Karma authors.
- Managing Al Karma's social media accounts on Facebook and Instagram.
- Submitting Al Karma books to the relevant awards and prizes.
- Identify marketing and sales opportunities for Al Karma's books.
- Approach and negotiate with the authors to publish their books.

- **Social Media Account Marketing Manager, Samarkand Books.** (Aug 2018 - Jan 2021)

Tasks and Responsibilities:

- Improving advertising and promotional plans with clearly organized and executed marketing strategies.
- Responsible of the content creation.
- Follow up with customers via messages and comments.
- Coordinating with the designer to create books designs and mockups.
- Mockup creation.
- Acquire new customers using creative and fresh approaches.

- **Bookstore Manager, Atyaf Bookstore, Cairo** (Jun 2014 - Feb 2017)

Tasks and Responsibilities:

- Responsible of books sales
- Developing solid relationships with staff, customers and vendors.
- Direct communication with publishers to order books.
- Inventory check and control of books.
- Accounts reconciliation.

- **Freelance Writer, Ibdad Magazine**
- **Freelance Writer, Akhbar Al-Adab newspaper**
- **Freelance Writer, Elthkafa elgedida magazine**
- **Freelance Writer, El-Dosator Newspaper, Cairo**
- **Freelance Writer, Al- Ketaba**

Volunteering:

- **Founder of human awareness activity, Resala Charity, Cairo** (2014 – 2015)

Education:**License Degree in Philosophy**

Faculty of Arts, Ain Shams University, Egypt

Personal Skills:

- Ambitious & Persuasive.
- Responsibility & Hard worker.
- Ability to work under pressure.
- Communication skills
- Writing & editing skills
- Public Relations
- Event planning
- Ability to work in teams and independently as the criteria of the work needs.
- Self-motivated, detail-oriented & organized.
- Have analytical mind, Problem solver and Decision maker.
- Able to learn & search for what I need to get the job done.
- Proficient user of MS office.
- Proficient user of windows.

Language Proficiency

- A very good level of written and spoken English
- As well as Arabic (Mother Tongue)