

# Reem El-Ramly

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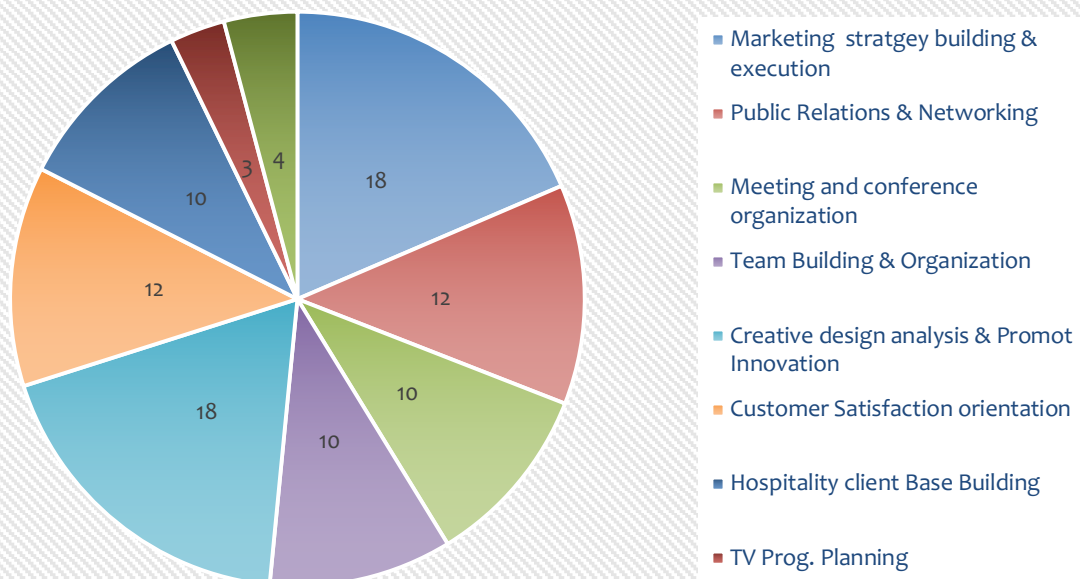


Enthusiastic marketer with 15+ years of experience in the fields of advertising, hospitality PR, broadcasting, and client development in multinational establishments. Consistently achieved improvements to the establishments' performance in the market and within the core goals. Client-focused, team builder and active leader, out of the box approach to work and life. My work ethics are enthusiastic committed, integrity and self-empowered dedication. Able to instill the same commitment among the team, as a key drive to achieve plans, projects goals and to overcome the difficulties of the work process.

## Area of Expertise

- Corporate & Hospitality Marketing
- Marketing Strategy Building / Analysis
- Public Relations and Networking
- Creative Design Analysis
- Promotion Innovation
- Client Mediation
- Meetings and Conference Organization
- Customer Satisfaction Orientation
- TV Programming Planning & Execution
- Team Building, Training & Organization

## Skills and Qualifications in Years



## Professional Experience

### **Administration Manager @ IEC – International Engineering Company, Egypt**

November 2017 – June 2018

A career deviation, multitasking position in the demanding contracting sector.

### **Marketing Director @ TU Berlin Campus El Gouna, (El Gouna Educational Services), Egypt**

May 2012–October 2015

This is a postgraduate German university falls under the German Egyptian cultural agreement (non-profitable public private partnership).

Took on this position to challenge myself off the path of hospitality, applying my skills and expertise to work within this frame of educational structure. Worked within the two frames of the partnership (The German team from Berlin/El Gouna, and the partner establishments Orascom Development & Sawiris Foundation for Social Development).

### **Company Public Relations Manager @ Princess Egypt Hotels, Egypt**

January 2012–April 2013

Working with this hotel management company, for 7 properties ranging from 4 to 5 stars, in the resort destination of Hurghada. The company goals were to develop and manage other properties across Egypt and the Middle East.

### **Marketing & Public Relations Executive Consultant @ Spris Restaurant (Red Shadows LLC), USA**

July 2002 – August 2010

Worked with this fine dining Italian restaurant with the objective to build and maintain the marketing and guest relations activities.

### **TV Programing Scheduling Executive @ The Disney Channel Middle East, UAE**

1999–2002

Mastered a new challenge in the media sector, learned beyond TV business.

### **Public Relations Manager @ Holiday Inn Resort, Egypt**

1996–1997

Joined the team with old colleagues from Forte Grand. A good return to the hospitality marketing industry.

### **Public Relations Manager @ Forte Grand Pyramids Hotel, Egypt**

1992–1994

Enriching career experience that emphasized my skills and qualifications then. Marked the stepping stone of my family journey.

### **Account Manager @ Look Advertising Company, Egypt**

1990–1992

A great and energetic experience of learning and creativity with multitasking hands on projects.

### **Sales Secretary @ Movenpick Jolie Ville Pyramids Hotel, Egypt**

1989–1990

My first paid job after collage, the first stepping stone in my hospitality & marketing career.

## Education / Training

- English: Fluent (Spoken – Written)
- Arabic: Fluent (Spoken – Written)
- Italian: Fluent (Spoken) Very good (Written)
- French: Good (Spoken) Fair (Written)
- Proficient in: Word – Excel – Access – Power Point programs
- BSS (Broadcast System Service) & Enterprise for TV Programming.
- Cairo University - Cairo, Egypt- 1985 -1989  
B.A., Mass Communication, Public Relation & Advertising.
- Train the Trainer Certified Course – Feb / May 2016
- Marketing / Sales Courses – American University in Cairo.
- Sales I / Sales II courses by the MHA Inc., – Forte grand Pyramids, Hotel.
- Charlotte Latin School-Charlotte, NC. USA - 1984  
American High School Diploma.
- Nationality: Egyptian & Italian.

## Volunteer work

- **Banat El Ghad Foundation** February 2011 till Feb 2012 working for children in street situations, got involved in consulting the organization on their basic marketing, assisted in the Day Care for children 2-4 years old, as well as teaching literacy program (CLE) for girls above school age from 12- 16 years old.
- **AFS student exchange program** volunteer during university for local family recruitment and foreign students' orientation and intercultural activities, as well as interview support for local applicants for the USA exchange student program till 1989
- YMCA in Egypt, leader in summer camps 1981-84.

*My personal motto; it's never too late to learn...*