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EDUCATION:

- Student of Mass Communication Master's Degree at The American University in Cairo, present.
- Professional Certified Trainer, The American University in Cairo School of Continuing Education, April 2014.
- Graduated from HR diploma, The American University in Cairo, School of Management, and graduation date 2013.
- Bachelor of Arts, Mass Communication, and Concentration in Integrated Marketing Communication, graduate Overall Grade: GPA 3.5, Graduated with Honors, American University in Cairo, 2012.
- Minors: Digital Arts and Design, Rhetoric and Writing
- Egyptian High School Thanawia Amma, Pyramids Language School, Giza, 2007.

Work Experience:

- Managing the marketing B2B targeting, social media innovation, website campaigns, Marketing Associate manager, AmidEast Egypt, 2018-present.
- Innovated and created the marketing scope, social media, and website content for Nilepreneur National project by the National Bank of Egypt, 2018.
- Organizing and managing activation and sales events with partners and Retailers, writing press releases, and acting as Marketing Director at Intel, 2016- 2018.
- Writing Social media copywriter for Intel Egypt and Worldwide Arabic copies, 2016- 2018.
- Monitoring and Reporting opportunities and competition moves to prepare for campaigns, Product Management Specialist, TE Data, 2013-2016.
- Work on ad hoc projects and campaigns, Product Management Specialist, TE Data, 2013-2016.
- Liaising internally between marketing and other company departments to make promotions and the marketing campaigns and implement it, Product Management Specialist, TE Data, 2013-2016.
- Responsible for all acquisitions activities for home customer for direct, indirect, virtual customer's sales of TE Data, 2013-2016.
- Monitoring the effectiveness of campaigns after launch, 2013-2016.
- Providing sales with training material and brief for each new promotion, offer, and product, 2013-2016.

- Briefing agency, PR and Sales about all new promotions and campaigns of Home Marketing, 2013-2016.
- Liaising between clients and designers the requests for graphic designing needed from Unilever and Della Casa Qatar clients, Account Executive, The Art Formers, 2012.
- Managing and creating the communication channels and PR, Marketing and PR coordinator part time, Kites Egypt, 2012.
- Updating and creating learning courses and diplomas databases for employees, HR intern, Vodafone Egypt, 2011.
- Business internship, Microsoft Egypt, 2011.
- Marketing and sales intern, AUC Press, Special Sales and Marketing department, 2010.
- HR intern, HR department, WHO (World Health Organization), 2010.

Training & Certificate:

- Awarded “ Best Mentor” from TE Data HR based on Trainees voting, 2014
- Attended 7 Habits by TE Data, 2013
- Attended team building training by WellSpring, 2011
- Attended Effective Sales training by Logic Consultancy, 2011.
- Attended Time Management training, by Logic Consultancy, 2011.
- Attended Personal Branding training by John Antonios, 2011.
- Attended and organized training camp by Vodafone trainers, 2011.
- Attended and organized training camp by Vodafone trainers about team Building, 2010.
- Learned the branding fundamentals through Branding training, P&G 2008/09.
- Attended Leadership training for leaders to how to be effective leader, Dr. Phil Johnson 2008/09.
- Trained how to deal with life difficulties as a Leader, Vodafone 2007/08.
- Attended Leadership conference about knowing leadership styles, Dr. Phil Johnson 2007/08.

Computer Skills:

- Perfect working knowledge of MS windows, word, Excel, PowerPoint.
- Internet research skills.
- Excellent knowledge of Adobe Photoshop and InDesign Basic Knowledge of HTML and CSS web Design

Language Skill:

- Perfect command of spoken and written English
- Native: Arabic, perfect spoken, and writing.
- Basic German language knowledge

Extracurricular Activities:

- Production member, AUC Times production team, 2011.
- PR head, Volunteers in Action (VIA), 2010.
- PR head, Student Awards Ceremony, Student Union, 2010.
- PR head, the Right Road Club, 2009.
- PR assistant head, Student Union external content training, Development and planning committee, Student Union, 2009. Logistics member, Volunteers in Action (VIA), 2009.
- Arabic Reporter, Dimensions Magazine, 2007/09.
- HR head, The Right Road Club, 2008.
- Coordination member, Student Union Continuous Entertainment, Services committee, 2008.
- Delegate, Small Business Simulation, The Entrepreneur's Society, 2008.
- Participant and finalist, Student Union Branding Contest, 2008.
- Coordination head, The Right Road Club, 2007.