**Mayada Magdy El Batran**

**Address:** Cairo, Egypt.

**Mobile:** +201061737673

**Email:** [mayadabatran@aucegypt.edu](mailto:mayadabatran@aucegypt.edu)

**Education:**

***The American University in Cairo (AUC):***

**Bachelor of Arts- February 2013,**

**Major: communication and media arts**

***Leaders Language School (LLS):***

Egyptian General Certificate of Secondary Education- July 2008

**Work Experience:**

**Social media manager (Freelancer), Batran Language School – November 2015 to present**

* Create and curate content
* Engage daily with the followers
* Create a regular publishing schedule
* Create advertising campaigns
* Identify target customers

**Account & PR Executive, Adabisc future Qatar – January 2015 to November 2015**

* Drafted financial proposals
* Distributed press releases and followed up with the media
* Compiled media coverage clipping reports
* Social media manager for 4 accounts (Café Ceramique, Blink, Spicy Pickle and Eatopia).
* Drafted weekly social media calendars
* Drafted social media reports for the 3 social media platforms ( Facebook, twitter and Instagram)
* Media hosting during events and conferences

Client: Qatar University Project: Interior Design, School of medicine

* Coordinated between the client and design, financial and the creative departments.
* Created financial proposal

**Accounting Handling Intern, Blink for marketing solutions- January 2012**

**Professional Courses**:

### [Digital Marketing Certificate, The Institute of Sales and Marketing Management (ISMM),](https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKEwj95K2k9JTQAhXHsxQKHdijCL4QFgghMAA&url=http%3A%2F%2Fwww.hpa.com.eg%2Ftraining%2Fmarketing-courses%2Fdigital-marketing-certificate%2F&usg=AFQjCNEGy2AD8KwaMaX4bJ4jo4iv8i0ndw&sig2=06_MswXUIb2wgaBv_6XCNg) UK.

**Extracurricular Activities:**

**Fundraising Committee sales member, Student Union Carnival- 2011/2012**

* Developed different benefit packs for the targeted sponsors to cover the event’s costs
* Assigned different contacts for the committee members to target and contact

**Internal Public Relations member, Volunteers In Action- 2011/2012**

* Arranged concert to support the orphans
* Collected donations to make weddings for the orphans

**Logistics member, Uni Fun, AUC Student Union- 2009/2010**

* Developed spirit between approximately 12 members
* Provided close and regular guidance for the members
* Designed Flyers and brochures for the AUC student Union Projects

**Fundraising Committee sales member, Student awards ceremony- 2008/2009**

* Organized a concert at the end of the year for the honored students
* Organized meetings with companies managers to convince them fund the concerts
* Developed different benefit packs for the targeted sponsors to cover the event’s costs

**Language and Skills:**

* Fluency in spoken and written English and Arabic
* Office applications / Search Engine optimization skills.

**Personal Data:**

* Date of birth: 22nd of November 1991
* Nationality: Egyptian
* Marital Status: Married