



Ibrahim salama

Date of birth: 14/07/2005 | **Place of birth:** Dekernes Center, Egypt | **Nationality:** Egyptian |
Gender: Male | **Phone number:** (+20) 1501508598 (Mobile) | **Email address:**
ibrahimalmaliki625@gmail.com | **LinkedIn:** [Ibrahim Al-Maliki](#) | **Facebook:** [Ibrahim Essam](#) |
WhatsApp Messenger: 01501508598 |
Address: Salah El-Din Al-Ayoubi Street, Mahmoudia, 35776, Dekernes Center, Egypt (Home)

ABOUT ME

Cybersecurity and Artificial Intelligence. Experienced in digital marketing, website development, and public relations through diverse volunteer roles and real-world projects. Strong communicator and fast learner with proven leadership and teamwork abilities. Seeking to contribute to tech-driven environments that value innovation, adaptability, and impact.

EDUCATION AND TRAINING

01/10/2023 – CURRENT Assiut , Egypt
BACHELOR OF COMMERCE (PUBLIC POLICY INFORMATION SYSTEMS) Assiut University

- Public policy analysis, strategic management, information systems design, database management, and economic development.
- Covered fundamentals of programming (Python, HTML, Java), data analysis, cybersecurity basics, and decision-making systems.
- Trained in research methodology, quantitative analysis, organizational behavior, and digital communication.
- Developed key skills in critical thinking, teamwork, and applying technology to solve public sector problems.

Website <https://www.aun.edu.eg> | **Field of study** Public Policy Information Systems | **Final grade** 2027 |
Level in EQF EQF level 6 | **National classification** 6 | **Type of credits** Credit Hours | **Number of credits** 146 |
Valid until 30/06/2027

LANGUAGE SKILLS

Mother tongue(s): **ARABIC**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B1	B1	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Java | OOP | HTML | CSS | Python | Microsoft Office | CS'50 | PR | Social Media | Database

WORK EXPERIENCE

 **CAIRO WATER WEEK – EUROPEAN UNION – CAIRO**
STARTUP – 01/11/2023 – 02/11/2023

- Founded a startup as part of Cairo Water Week activities under the EU initiative.
- Represented youth innovation solutions in the water sector.
- Achieved 3rd place in the competition.

 **EU - EGYPT WATER TALKS – ALEXANDRIA, EGYPT**

PARTICIPANT – YOUTH WORKSHOP – 01/02/2024 – 02/02/2024

- Engaged in youth-led discussions about water sustainability and innovation.
- Networked with EU representatives and regional experts.

ENACTUS – ASSIUT, EGYPT

MEDIA MEMBER – 05/2024 – 04/2025

- Managed visual content and social media presence.
- Collaborated with team leads to promote Enactus campaigns and student projects.

PPIS (PUBLIC POLICY INFORMATION SYSTEM) – ASSIUT, EGYPT

PR MEMBER – 01/08/2024 – CURRENT

- Created and implemented marketing campaigns for student events.
- Represented the PPIS team in university-wide activities and external seminars.

CAR TECH COMPANY FOR ALL AUTO SPARE PARTS – NASR CITY, EGYPT

WEB DEVELOPER & DIGITAL MARKETING ASSISTANT – 01/07/2024 – 01/10/2024

- Developed and maintained the company website using HTML, CSS, and Java.
- Managed and optimized Facebook and Google ad campaigns to increase online visibility and customer engagement.
- Conducted marketing data analysis to refine campaign strategies.
- Designed graphic content for digital use and supported public relations activities.

ENVIRONMENTAL FRIENDS FAMILY – ASSIUT, EGYPT

PR VICE – 03/12/2024 – CURRENT

- Led public relations efforts and coordinated communication strategies.
- Managed and created media content to support environmental awareness campaigns.
- Participated in human resources tasks such as recruitment and team coordination.
- Supported the organizing committee (OC) in planning and executing events and activities.
- Played a multi-functional role to ensure smooth operation across departments.

CONFERENCES AND SEMINARS

18/12/2023 – 19/12/2023 Assiut

Personal Branding

- Engaged in intensive sessions focused on personal branding, self-marketing, and communication for career development

01/2024 Assiut

ITI Workshop (Information Technology Institute (ITI))

- Participated in a practical technology and programming workshop focused on object-oriented programming and development skills.

05/2024 cairo

Financial Inclusion & Mortgage (Banque Misr)

- Attended a specialized workshop covering financial literacy, inclusion strategies, and mortgage systems.

09/11/2024 – 10/11/2024 Cairo

Participant – World Urban Forum 12 (WUF12) (UN-Habitat / Egyptian Government)

- Attended urban planning and development sessions.
- Represented university youth voice in international discussions.

23/05/2024 – 23/05/2024 Assiut University

Financial Literacy Seminar – Banque Misr

- Participated in a seminar focused on promoting financial literacy among university students.
- Topics included personal budgeting, financial goal-setting, saving and investment strategies, and responsible use of digital banking services.
- The event featured experts from Banque Misr and academic leaders from Assiut University.

● HONOURS AND AWARDS

01/11/2023

Startup (Cairo Water Week, European Union) – EU

Presented our team project at the EU-sponsored Cairo Water Week; achieved third place.

16/04/2025

Nominated Participation – National-Level Seminar at ITI – PPIS

Selected among top students to attend a national-level seminar at the ITI. Participated in multiple sessions focused on:

- Artificial Intelligence and emerging technologies
- Career development and digital skills
- A keynote talk with an ITI graduate who became a Manager at Tesla – Germany, sharing his success journey
- A field visit to the University of Informatics and exposure to real-world tech applications and career pathways.

● CERTIFICATES

2023

• European Union

- EU certificate for participation in Cairo Water Week
- EU certificate for winning in Cairo Water Week competition

2023

• The center for future studies at Assiut University.

- The personal branding and building a successful career

2024

• ITI

- Full course "HTML,CSS, CS'50"
- "Java (OOP basics)"

2024

•Professional AI Tools – Ministry of Telecommunication

- Gained hands-on experience with AI tools and platforms. Covered fundamentals of AI, chatbots, computer vision APIs, and practical applications of no-code AI systems in business and marketing contexts

● ORGANISATIONAL SKILLS

01/10/2023 – CURRENT

Key Organisational & Soft Skills Relevant to the Workplace

• Communication Skills

Strong verbal and written communication through public speaking, PR content creation, and participation in debates and workshops.

• Problem Solving & Creativity

Contributed to startup innovation (Cairo Water Week) and handled marketing challenges in Car Tech Company.

• Self-Motivation & Fast Learning

Acquired technical skills (HTML, CSS, Java, Python) independently and applied them in real-life projects.

• Time Management

Balanced academic, volunteer, and work responsibilities effectively; known for punctuality and dedication.

• Team Leadership

Served in multiple leading and supportive roles such as PR Vice (Environmental Friends Family), Media & PR Member (Enactus, PPIS), and Organizing Committee roles.

• Adaptability

Successfully worked across academic, technical, and creative fields; flexible in both team and independent settings.

- **Multitasking Abilities**

Managed responsibilities across media, human resources, and event organizing simultaneously in student activities.

- **Work Under Pressure**

Participated in intense events and simulations with tight deadlines, such as international forums and career summits.

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