###### Curriculum Vitae

###### AYAH



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# Objective:

To succeed in an environment of growth and excellence and earn a job which provides me job satisfaction and self-development and help me achieve personal as well as organizational goals.

# summary of Qualifications

* 4 years of experience in Marketing and Media Advertising.
* 2 years of experience in Adobe Photoshop
* 1 year of experience in Adobe After-Effect "Motion Graphic"
* 3 years of experience in Human Resources and management.
* Highly effective in promoting a positive, productive environment.
* Good eye for detail; well organized, skilled in setting priorities.
* Strong interpersonal and communication skills.
* Work well under Pressure.
* Effective problem solver; thorough researcher.
* Well organized and focused in coordinating projects.
* Equally effective working independently and in cooperation with others
* Effective working alone and as a cooperative team leader.
* Excellent organizational and Presentation skills.
* Reputation for excellence and high quality service to clients.
* Computer literate in MS Word, Excel, Access and Power Point.

# EXPERIENCE

Jun 2013- Present Alhayah TV Network EMPC, 6th of October, Egypt

Marketing Executive

* Managing the production of marketing materials, including leaflets, posters, flyers and newsletters.
* Arranging for the effective distribution of marketing materials.
* Developing, marketing plans and strategies.
* Preparing and Presenting the Quarter year Marketing Plan to the board members.
* Communicating with target audiences and managing customer relationships.
* Sourcing advertising opportunities and placing adverts in the press - local, regional, national and specialist publications - or on the radio, depending on the organisation and the campaign.
* Liaising with designers and printers.
* Organising photo shoots.
* Arranging the effective distribution of marketing materials.
* maintaining and updating customer databases
* Conducting market research, for example Competitor’s Channels and Networks.
* Contributing to, and developing, marketing plans and strategies.
* Presenting our new programs/plans to the board
* Monitoring competitor plans and activities.
* Placing adverts in the press - locally and regionally.

Nov 2013- Present Your Wedding Planner Online Magazine (Private Project)

Social Media Executive

* Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns
* Moderation
* Handling all Social Media concerns
* Updating Website Data
* Online event sponsoring
* Deliberate planning and goal settings
* Promote content through social advertising
* Monthly detailed insights report
* Creating Monthly content plan
* Development of brand awareness and online reputation

Mar 2013-Jun 2013 Handmade Studios 6th of October, Egypt

Documentary Project Manager

* Identifies resources needed and assigns individual responsibilities.
* Manages day-to-day operational aspects of a project and scope.
* Reviews deliverables prepared by team before passing to client.
* Effectively applies our methodology and enforces project standards.
* Minimizes our exposure and risk on project.
* Ensures project documents are complete, current, and stored appropriately.
* Project Accounting
* Tracks and reports team hours and expenses on a weekly basis.
* Manages project budget.
* Determines appropriate revenue recognition, ensures timely and accurate invoicing, and monitors receivables for project.
* Follows up with clients, when necessary, regarding unpaid invoices.
* Analyze project profitability, revenue, and margins.

Dec 2010-Mar 2013 Technip UK Limited 5th Settlement, New Cairo, Egypt

Human Recourses Assistant

* Greet Persons entering organization in a professional manner while restricting their access to the facility without proper escort
* Handling logistic aspects (Travel Arrangement, Hotels Reservation, Airline Tickets, Train Tickets, Meet and Assist) for all expatriates as required
* Answer telephone calls and guests inquiries and transfer it to the appropriate staff member.
* Typing, sending and receiving faxes
* Preparing Expense Sheets & application for leave for employees.
* Translation “English / Arabic / English”
* Handle filling system & all correspondences
* Organize the time schedules of the drivers and collect the daily report
* Handle internal and external meeting arrangements
* Sorting and distributing incoming post and organizing and sending outgoing posts.
* Ordering, maintaining stationery and office supplies and Follow-up with suppliers to ensure timely delivery.

Jan 2010-Nov 2010 Vodafone Egypt New Maadi, Cairo

Customer Care Specialist, Customer Care Department

* Answer calls and respond to emails
* Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
* Handle customer’s Technical complaints
* provide customers with product and service information
* Enter new customer information into system
* Update existing customer information
* Process orders, forms and applications
* Identify and escalate priority issues
* Route calls to appropriate resource
* Follow up customer calls where necessary
* Produce call reports
* Ability to work well as part of a team- to exhibit objectivity and be open-minded towards the ideas and views of others, give as well as welcome feedback, contribute to building team spirit, aid others to succeed

July 08-Sept 08 Institute of Professional Accountant (IPA) Maadi, Cairo

Office Manager

* Establish standards and procedures
* Supervise office staff
* Monitor and record long distance phone calls
* Prepare time sheets
* Control correspondences
* Review and approve supply requisitions
* Evaluate staff performance and Coaching and disciplining staff
* assign and monitor clerical, administrative and secretarial responsibilities and tasks among office staff
* co-ordinate schedules, appointments and bookings
* handle customer inquiries and complaints

July 07-Aug 07 Petroleum Marine Service (PMS) Nasr City, Cairo

Accountant Trainee

* Monthly closings and preparation of monthly financial statements
* Finalize the day's balance, prepare and print management reports
* Prepare financial statements to assess accuracy, completeness, and conformance to reporting and procedural standards.
* Prepare journal entries.
* Complete general ledger operations.
* Review and process expense reports.
* Draw up monthly financial reports.

EDUCATION

* Bachelor DegreeFaculty of Commerce English Section, Cairo University

May 2009

Grade: Good 73 %

* High School Gamal Abdel Nasser Language School

June 2005

Grade: 91.7 %

### Professional Qualifications

Sept. 2009-Jan 2010 Basic Business Skills Acquisition (BBSA) Sponsored by the Future Generation Foundation (FGF) Cairo

* Enhanced Presentation & Project Development Skills.
* Acquired Basic Business Skills including: Marketing, Sales, Banking, Accounting, Business Correspondence and Report Writing.
* Principles of Marketing and Sales.
* Consumer behavior.
* Business Training Simulation.
* Developed Language and Computer Skills
* Handling a project with my team members and representing it to sponsors (Aramex)

Dec 2009-Jan 2010 HR Course at CAME (Center Of Accountant and Management Expertise)

Sponsored by the Future Generation Foundation (FGF)

* Introduction to Human Resources Management
* Recruitment and Selection
* Job Analysis, Specification, and Description
* Labor Relations & Personnel Administration
* Overview of Strategic planning
* Overview of Organizational Behavior
* Overview of Training and development
* Overview of Managing careers
* Overview of Workforce planning and recruitment process

Feb 2016 – Present International Marketing Diploma (Udemy Online Learning)

* Create and interpret market reports
* Strategically plan and execute new market entry
* Make appropriate pricing decisions
* Implement digital marketing and social media marketing strategy like a professional
* Understand growth hacker marketing
* Demonstrate a multi-level understating of global marketing
* Learn the latest thinking in international luxury Brand Management

SKILLS

Computer Skills:

* Excellent knowledge of Microsoft Office (Word – Excel – Access – PowerPoint)
* Excellent Knowledge Adobe Photoshop (CS6 - CC)
* Excellent Knowledge on Adobe After-Effect (AE)
* Fair Knowledge on Adobe Illustrator (AI)

Language Skills:

* Native language Arabic
* Excellent command of both written and spoken English
* Fair command of both written and spoken French

Projects

* Advanced Motion Graphic 2016 Alhayah TV Network

For the first year Alhayah TV Network presented the new year’s content in a motion graphic Video created with a tight schedule & short term timeline, I managed to finish a full HD of Alhayah TV Network in 3 days with 63 program included.

About Alhayah TV Network:

Alhayah TV Network is the first entertaining TV Network in Egypt that aired in 2008 with a variety of wide coverage till it was held as No. TV Network in Egypt regarding Viewership in 2010.

* Printing Designing 2016 Alhayah TV Network

We started a new branding for Alhayah TV Network regarding all the programs &series, I was responsible for delivering & brand design & content on time with a new outline, brand, new logos for 12 programs & updating the database for all Alhayah TV Network since 2008 to be printed into a booklet.

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* Advanced Motion Graphic 2015 Your Wedding Planner Magazine

Creating a whole new brand for Your wedding planner including catchy subjects & Media for Le Mariage Event for Marriage & Brides

About Le Mariage:

LE MARIAGE is the only destination to all who will marry in Egypt which is annually held twice in Cairo - Egypt. It gives the opportunity for Egyptian, Arabian and International companies to meet each other’s in one place and helping in getting new business-to-business deals to variety of sales and increase the size of its investment.

* Advanced Motion Graphic 2015 Your Wedding Planner Magazine

Creating a Media for the Breast Cancer Foundation of Egypt held Zumba Event to increase Breast Cancer awareness.

About Breast Cancer Foundation of Egypt:

The Breast Cancer Foundation of Egypt (BCFE) is a non-profit organization registered with the Ministry of Social Solidarity, under number 5840/2004.

* O Wedding Planner 2012 O Wedding Planner

I started my own project of wedding planning, it was based on small ceremonies at first, then I expanded to Event planning, like Engagements, Baby showers, Bridal showers & Birthday parties.

About O Wedding Planner:

O Wedding Planner is a Private project, Specializes Wedding & Event Planning, I organized 13 Weddings, 12 Engagement parties, 20 Birthdays Parties, 19 Bridal Showers & 3 Baby Showers

* Jatropha 2009 Future Generation Foundation

Best Project sponsored by Aramex, & held in Jordon upon our team’s researches presented, I was the team leader along with three other members, Project started in Jordon in 2013

About Jatropha:

Jatropha is a genus of plants, trees, and shrubs native to South America and the Caribbean. An estimated 175 species are placed in this genus. There are a number of uses for Jatropha, ranging from compounds which can be used as vegetable dyes to oils which can be utilized in the production of biofuels. Some alternative fuel advocates have championed Jatropha as a source of potential biodiesel, although there is some evidence to suggest that there are better alternatives.

Extracurricular Activities

* Won Best Project at Graduation Project “Jatropha” which was sponsored by Aramex Company at Future Generation Foundation.
* Work as a team leader in the Graduation Project “Jatropha” which was sponsored by Aramex Company at Future Generation Foundation.
* Member of STP "Steps towards Progress” at 2006
* Organizing Events and Wedding Ceremonies since 2012
* Owner and Your Wedding Planner Magazine.

Interests

Surfing the internet, Self-study, Reading, Listening to Music, Playing Piano and travelling.

REFERENCES

Available upon request.