**Personal Info Full Name** : Heba

**Date of Birth** : December 2nd, 1984

**Gender** : Female

**Nationality** : Egyptian

**Material Status** : Married

**Summary** As a well presented, intelligent and highly motivated individual; I have been keen on attaining the necessary knowledge and experience. Indeed, I feel that my humble experience in the Regional/Global business market coupled with my educational background will enable me to achieve your goals. As you can see from my resume, I have a strong ability to follow market needs and attaining the most efficient business opportunities. In addition, I have an experience in working on an international span that helped me in developing excellent communication and interpersonal skills. I ask for the opportunity to translate that experience into the required business-related duties and responsibilities of this position.

**Education PHD Degree (Sep 2015- Recent)** Currently enrolled as a PHD Candidate in Euro- Mediterranean Studies from the Faculty of Economics and Political Science, Cairo University on a PHD Thesis titled “The EU’s Approach for Promoting Democracy in the Southern Mediterranean Region during 2005-2015: The Case of Egypt”.

**Master Degree (Sep 2009 – Sep 2013)** Holding a Master Degree in Euro- Mediterranean Studies from the Faculty of Economics and Political Science, Cairo University on a Thesis titled: “The International Role of the EU in Combating Climate Change: Emissions Trading Scheme and the Impact on EGYPTAIR”.

**Bachelor Degree (Sep 2002 – May 2006)** Business Bachelor Degree from the Faculty of Commerce (English Section) Ain Shams University, Cairo, Egypt.

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| **Computer Skills** | Microsoft office (Word, Excel and Power Point).  Amadeus Reservation System. Photoshop. |  |
| **Training/Certificate** | **Safety Management System Awareness**  AACO Training Center – Cairo, Egypt. | **(Apr 2015)** |
|  | **International Marketing and Sales**  AACO Training Center – Cairo, Egypt. | **(Sep 2013)** |
|  | **Project Management**  AACO Training Center – Cairo, Egypt. | **(Oct 2011)** |

# Languages Arabic : Mother tongue.

# English : Excellent (in both spoken and written).

# French : Fair (in both spoken and written).

# Work Experience Marketing Communication Executive, EGYPTAIR (Jul 2013 – May 2017)

Marketing Regional Supervisor for Africa

* Creating an annual marketing calendar (per point) that includes, but not limited to, budget, sales promotions, sales target, digital activities, points of sales, special events and sponsorships, press releases, search engine optimization (SEO), site and paid targeted ads, social media, Blog/RSS, email, website messaging, mobile ads, advertisement (TV, radio, print and outdoor), frequent flyer program promotions, customer surveys, promoting code share flights and targeting quick wins for adhoc incident(s).
* Assisting in corporate communication research.
* Ensuring cost effective usage of the assigned marketing budget and following-up the generated revenue.
* Integrating the e-commerce and loyalty program activities to ensure consistency of the marketing strategy with the geared campaigns.
* Training overseas managers for proper implementation of the marketing strategy and reporting the local marketing opportunities.

Marketing Specialist for Sabre Consultation Process

* Contributing to the Marketing strategy that targets existing and new markets, increasing sales, market share and service penetration among various departments (Marketing Communication, Ecommerce, Sales, Call Center and Loyalty Program).

Member of Star Alliance Committee for Marketing

* Applying Star Alliance branding specs throughout EGYPTAIR.
* Assigning tasks for the concerned EGYPTAIR departments (Marketing Communication, Ecommerce, Sales, Call Center and Loyalty Program)
* in order to comply with the requested marketing tasks.
* Ensuring consistency in the implemented joint marketing campaigns.
* Handling the quarter marketing/branding audit.

Project Team leader for Co-branding Marketing Activities

* e.g. co-branding with Orange, Commercial International Bank (CIB), Al- Ahly Club, Mobily (KSA), Kidzania, The German Chamber in Egypt,

…etc).

* Studying the delivered proposals/exploring do-branding opportunities and ensuring the integration and cost-efficiency of various activities.
* Following-up the related branding items (online/offline) and reporting a marketing assessment.
* Creating a customer survey to validate the effectiveness of the co-branded activities.

Global/Local Media Suppliers/Agencies

* Creating artworks, planning and implementing marketing campaigns (print, digital, radio and TV)
* Reporting the budget related issues and ensuring the smooth function of marketing messages.

# Work Experience Branding Executive, EGYPTAIR (Jan 2010 - Jun 2013)

Brand Management

* Executing EGYPTAIR's first Brand Book and revising the inclusion of the necessary updates on regular basis.
* Periodical revisal of EGYPTAIR Brand Book in addition to all the associated marketing/advertising channels (at various departments and levels of the company to ensure that they comply with the pre-set specs) for approval and/or providing the necessary recommendations, if any.
* Revising the corporate strategy to ensure the alignment of the adopted online/offline solutions are on-brand.
* Executing in conjunction with Manager Advertising, PR the development and rollout of the brand strategy across all online customer touch points. This includes the development and evolution of brand and advertising guidelines, dissemination to, and engagement with, our agency partners and staff, approval of all brand usage across the full gamut of online media, including web kiosks in Airports, Inflight environment, internal portals, corporate offices and retail outlets.

Integrated Communications

* To work closely with all Corporate Communications teams to ensure synergy and consistency of EGYPTAIR image and strategy across all communication disciplines.
* Communicating with Star Alliance for providing guidelines, attaining approvals regarding co-branded items.

# Alliance Executive, EGYPTAIR (Jan 2008 - Dec 2010)

* Following up the execution process for establishing EGYPTAIR Lounges at Terminal 3, Cairo International Airport in accordance to the Star Alliance requirements, in addition to the recruitment process for employees.
* Following the correspondences related to international affairs regarding international Organizations (IATA, ACCO, etc) and Branding.
* Preparing meeting agendas and handling the minutes of meeting.
* Planning and executing exhibitions and events, which embodies:
  + Reviewing and sourcing the most convenient locations of the event.
  + Preparing and structuring budgets for the event.
  + Supervising Design creation which focuses on the brand and create an iconic and memorable environment (exhibition, retail or showroom).
  + Creating an event message that reflects the mission and vision of the brand.
  + Creating promotional material for the event & distributing it to the target audience
  + Arrange security and advise on health and safety issues.
  + Ensuring an authentic emotional connection on the audience level.
  + Building good client and sponsor relationships.
  + Post event tasks, managing evaluation form analysis, thank you emails.