

Asmaa ALi Abbas

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SUMMARY

Partnerships | Business Development | Event & Program Coordination | Strategic Thinker

Versatile Business Development & Event Management Professional with a background in Economics and experience in partnerships, sales, and program coordination. Skilled in strategic planning, client relations, and event logistics, with a strong ability to attract business opportunities and drive successful events. Passionate about delivering impactful solutions and ensuring seamless execution.

WORK EXPERIENCE

STEM Entrepreneurship Center | PR & Partnerships Officer

Nov 2024- July 2025

- Relationship Management: Maintain strong connections with vendors and clients
- Event Coordination: Plan and organize workshops, seminars, and conferences
- Coordinated with stakeholders (sponsors, partners, and speakers) to ensure seamless event execution and engagement.
- Logistics Management: Handle venue selection, catering, and audio-visual needs

CIT | Business Development Specialist (Project-Based)

Oct 2024 - Nov 2024

- Worked on "[Digital Nation Round 8](#)"
- Reached out to target companies to attract them as exhibitors.
- Showcased the value of participation to potential exhibitors.
- Coordinated with CIT to ensure a smooth onboarding process for all exhibitors.

Global Events | Sales Account Manager

April 2024 – Nov 2024

- Managed client accounts, ensuring high engagement and satisfaction.
- Facilitated key partnerships and handled event coordination.
- Involved in following up and ensuring the operations of manufacturing the booth and installing it at the event location.
- Sales and Prospecting: Identifying and pursuing new sales opportunities, pitching the company's services, and negotiating contracts.

04 Academy | Data Entry Accounting

Feb 2024 – April 2024

- Utilize a customer relationship management (CRM) system to upload and maintain up-to-date customer data.
- Enter data of new students and employees, and follow up with teachers.
- generate service invoices, and schedule student sessions with teachers.

Vodafone | Customer Service Agent

Feb 2022 – March 2022

- Manage all incoming and outgoing calls, follow up with customers, and handle occasional campaigns.
- Handle inquiries, requests, and complaints across all channels.
- Provide the best possible service to internal and external customers.

EDUCATION

Bachelor of Commerce

Sep 2020 - June 2024

- Al Azhar University – Department of Economics
- Overall Grade: (GPA: 3.2)

EXTRA CURRICULAR ACTIVITIES

Ministry of Youth & Sports of Egypt | Event Organizer

Jan 2023

- Organized and managed audience flow at the Cairo International Book Fair (CIBF) – 54th round, ensuring compliance with social distancing protocols and precautionary measures inside the exhibition halls.

DSC Cairo University | PR & Fundraising Member - [Best Member Certificate](#)

Oct 2022 - Jan 2023

- Building and strengthening relationships with potential and current partners, sponsors and follow-up with current ones.

IEEE Al-Azhar | HR Member - [Certificate](#)

March 2022 - Oct 2022

Enactus Azhar Cairo | HR Coordinator

Oct 2021 - Sep 2022

- Managing the performance of committees, working on the evaluation sheet, and conducting interviews with students.

TRAINING & CERTIFICATIONS

Banque Misr | BM Internship for graduates (15 May Branch)

Dec 2024

- Trained with the Customer Service team, assisting in opening new accounts, resolving customer banking issues, and processing cheque withdrawals.
- Gained exposure to the Credit Department, learning about I-Score analysis, loan approval processes, and financing for SMEs and micro-enterprises.
- Worked with the Operations Department, understanding bill of exchange procedures and daily financial transaction recording.

Banker's Lounge | BFI Diploma - [Certificate](#)

Feb 2024

- Course Included: Digital Baking, Stock market, Mortgage, SMEs, English for Banking, Insurance, Financial inclusion, PR Skills, Presentation skills, Retail Credit Risk, IQ, CV and LinkedIn

Electro Pi | Business Development Intern - [Certificate](#)

Oct 2023 – Jan 2024

- Building and maintaining strong relationships with current and potential partnership.
- Searching for new business opportunities, whether in new markets, new partnerships.
- Negotiating contract terms and closing deals with clients and business partners.

EGBANK | MINT Program

July 2023

- Course Included: Financial independence, Personal Branding, Career Readiness, Entrepreneurship.

Banking Training Programs | Completed multiple training programs in the banking sector, gaining valuable insights into core banking operations:

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|---------------|-------------------------------|----------|
| • CIB Bank | - Certificate | Aug 2023 |
| • Banque Misr | - Certificate | Aug 2022 |
| • HSBC Bank | - Certificate | Sep 2021 |
| • Banque Misr | - Certificate | Aug 2021 |

Business Compaq | Financial accountant Intern: [Certificate](#)

Sep 2019 – Sep 2020

- Gathering and monitoring financial data (e.g. sales revenues and liabilities)
- Perform month-end and year-end close processes
- Preparing monthly, quarterly and annual statements (balance sheets and income)
- Prepare budgets (for the entire company and by department)

LANGUAGES

- Arabic:** Native
- English:** Proficient (Good in written & spoken)