

Radwa Hegazy Ismail Hegazy

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Gleem, Alexandria, Egypt

Education

Arab Academy for Science, Technology & Maritime Transport (AASTMT), Alexandria, Egypt
Professional Diploma in Digital Marketing

2023

Master Degree in Business Administration (MBA)
Marketing Field, Grade: Excellent

2019 – 2022

Alexandria University, Faculty of Arts Egypt

Bachelor of Arts in Mass Communication (Public Relations)
Overall Grade: Very good (CGPA 3.03)

2014 - 2017

Graduation project Title: Marketing campaign about refreshing tourism in Siwa Oasis, Grade (Excellent)

Experience

Alamein International University (AIU), University Center Career Development (UCCD) Alexandria, Egypt
Communication, Marketing, and Social Media Specialist

2023 - Present

- Develop and manage UCCD's Internet presence.
- Respond promptly to media inquiries and interview requests, maintaining a positive and consistent image of the UCCD project.
- Plan and conduct career development workshops
- Keep track and document all Center events happening with pictures

PUA Marketing and Public Relations Representative

2020 – 2023

- Created marketing plans that encompass advertising, branding, promotions, and digital marketing initiatives.
- Managed and enhanced the Center image and positioning in the market.
- Delivered consistent brand messages across all marketing channels.
- Implemented strategies to increase awareness and loyalty.
- Managed the Center public image and reputation.
- Created campaigns to reach the target audience all over the world.

Assistant Certificate in Teaching English to Speakers of Other Languages (CELTA) PUA Centre Manager
2019 - 2023

- Updated all course documentation with current Cambridge rules and logos
- Created course timetables and Route for courses in a timely manner.
- Facilitated enrolment of candidates in the course and followed up step-by-step to get accepted.

English Language centre (ELC), Pharos University in Alexandria (PUA), Egypt.

Students' Affairs Representative

2018 – 2019

- Coordinated students in enrolment processes, such as registration, Excusing, withdrawals, and student orientations.
- Entered Data of students' absence daily to the system.
- Maintained accurate records, documentation, and reports of students.

Arabi Center for Arabic Studies, Alexandria, Egypt

Public Relations and Media Specialist

2017 - 2018

- Coordinated, scheduled content, designs and periodic updates to the Center Page.
- Created event marketing strategies such as invitations, brochures, and online advertisements.
- Used social media platforms tools to increase traffic on page.

Extracurricular Activities

- Participated as a volunteer in the organizing committee at Alexandria book fair, Bibliotheca Alexandria. **2015**
- Job shadowing at advertising and publicity agency "onethree", Alexandria. **2016**
- Participated in media committee at the Diamond Jubilee of the Faculty of Arts. **2014**
- Summer internship in Public Relations at Gamal Abdel Nasser Hospital. **2017**

Courses

- Aspire Training and Consulting, Cairo, Employability Skills Training of Trainer (EST-TOT), 45 hours **Dec 2024**
- AUC Venture Lab, Cairo, Entrepreneur Training of Trainer (E-TOT), 60 hours **Dec 2024**
- UCCD, Cairo, Career Development Facilitator, 120 hours. **Nov 2024**
- American Chamber of Commerce (AmCham), Cairo, Certificate Professional Trainer, 60 hours. **Apr 2024**
- UCCD, Cairo, Career Development Facilitator, 68 hours. **Feb 2024**
- UCCD, Cairo, Events and Conference Management, 30 hours. **Dec 2023**

Skills

Languages:

- Arabic: Mother tongue
- English: Upper-intermediate level both speaking and writing.

Computer Skills:

- Professional user of Microsoft Office (Excel-Word-PowerPoint).
- Knowledgeable in graphic designs using Adobe programs (Photoshop- illustrator- Aftereffects).