

Salma Khaled El Korachi

Mobile: +201281089509

Email: salmaelkorachi@gmail.com

Professional Experience:

Employer Relations and Recruitment Officer, University Center for Career Development (UCCD), Alexandria, Egypt. 2023- To date

- Organize recruitment sessions for national and international companies.
- Plan and execute 2 professional roundtables yearly.
- Manage the center's social media accounts.
- Animate job search, resume writing, interviewing techniques, Soft Skills and Employability Skills workshops.
- Conduct soft skills training for 100 students monthly.
- Prepare recruitment weeks and career boot camps.
- Guide students in their job search.

Teaching Assistant, Faculty of Business (French department), Alexandria University, Egypt. 2022- To date

- Teach Strategic Management, International Management, Essentials of Management and Marketing.
- Provide academic advising to 1000+ students every semester.
- Represent the French Department in official events, presenting impactful briefs on programs and achievements to diverse audiences.
- Help over 250 students in carrying out university projects.
- Grade-weighted assessments such as assignments, quizzes, reports, and exams.
- Create and share course material.
- Prepare and animate revision sessions.
- Facilitate class discussions and group activities.
- Supervise exams and grading procedures.
- Revise research papers and thesis before their publication in Scopus.
- Assist 30+ students yearly to send their portfolios to study abroad in France.

Associate Marketing and Sales Development, LéaNature Company, La Rochelle, France. February 2022- July 2022

- Assisted in conducting market research and worked on brand visibility online and offline.
- Developed marketing tools and merchandising plans for 4 subsidiaries under the company's umbrella.
- Managed over 100 clients' portfolios.
- Carried on purchase orders and customers' follow-up.
- Analyzed the Out-of-the-house sector's budget and revenue and ensured forecast accuracy.
- Used social and professional networks to identify business opportunities and potential customers.
- Applied benchmarking and competitive intelligence techniques to study the Out-of-House market.
- Analyzed competitor's pricing, positioning, and performance in the Out-of-House market.
- Made a recommendation regarding experiential marketing and brand experience based on my thesis research.

Internships:

Marketing Intern, Nestlé MENA, Cairo Egypt. August 2019- September 2019

- Assisted the brand manager and marketing manager to launch a new coffee brand.
- Participated in 2 print proofs and advertising campaigns.
- Assessed suppliers' quotations and evaluated different offers.

Sales & Customer Service Intern, Steigenberger Cecil Hotel, Alexandria, Egypt.

July 2019- August 2019

- Managed offers and reservations online and by phone.
- Organized reservations on the hotel's internal system.
- Monitored and set up 5 events (Exhibitions, conferences, and professional meetings).

Customer Service Intern, Blom Bank, Alexandria, Egypt.

July 2018- August 2018

- Customer Service Manager assistant.
- Finalized documentation and administrative procedures.
- Prepared letters of credit and issued checks.

Education:

Master's degree in International Management, Alexandria University, Faculty of Business, Alexandria, Egypt.

2023- to present

Master's degree in marketing and Brand Strategies, Institut d'Administration d'Entreprises (IAE) de Poitiers, France.

2022

- Grade: Very Good.
- Master thesis: The role of experiential and sensory marketing on the company's sales increase.

Bachelor's degree in management and business administration, Faculty of Business, Alexandria University, and IAE de Poitiers.

2021

- A double degree
- Grade: Excellent with honors (4.0 GPA), Class Valedictorian.

Thanaweya Amma, Institut Sainte Jeanne Antide, Alexandria, Egypt.

2017

- Grade: Excellent (94%)

Extracurricular Activities:

Handball Player, Alexandria Sporting Club, Alexandria, Egypt.

2003-2017

- Participated in several national and international competitions.
- Represented Egypt in Partile Cup Handball Championship in Sweden and Dronninglund Cup Handball Championship in Denmark.

Scout member, Guide de la mère de Dieu, Alexandria, Egypt.

2007-2012

- Taught Scouts how to camp safely and responsibly in all weather conditions.
- Attended weekly troop meetings and activities.
- Volunteered at a local orphanage and retirement home every Saturday.

Let's Take of the Planet Ecological Movement, Siwa Oasis, Egypt.

2016

- Committed to environmental protection and sustainability, and passionate about positively impacting the world.

Skills:

Languages:

Arabic Mother Tongue

French Fluent written and spoken. (C2)

English Fluent written and spoken. (C1)

Spanish Fluent written and spoken. (B2)

Computer Skills:

- Proficient in Microsoft Office Suite.
- Create social media graphics, presentations, and posters using Canva.
- Develop interactive quizzes and games using Kahoot to engage and teach students.

- Built and maintained WordPress websites for individuals.
 - Managed all aspects of a business using ERPNext, including accounting, inventory, manufacturing, and sales.
 - Manage social media accounts for businesses, creating and publishing engaging content, and interacting with followers.
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Certificates & Training:

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| • Certified Career Service Provider (CCSP) , National Career Development Association (NCDA), USA | 2025 |
| • Employability Skills Trainer (EST) , Aspire Consulting International, Cairo, Egypt | 2024 |
| • Certified Professional Trainer (CPT) , American Chamber of Commerce, Cairo, Egypt. | 2024 |