

CURRICULUM VITAE

PROFESSIONAL SUMMARY

Highly motivated and results oriented digital marketing professional focusing on social communication to educate clients on how to utilize social platforms to meet goals.

PERSONAL DETAILS

Name: Amira Tarek Sayed Abd El Rahman Beshir
Date of birth: 5 /12 / 1998
Gender: female

Nationality: Egyptian
Address: Muwailiah Commercial, Sharjah
Status: single

CONTACT INFORMATION

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ACADEMIC QUALIFICATIONS

University / Institute	Degrees	Faculty	Major Subjects	Graduated
Al Ghurair University	3.96	Engineering	Computer Engineering	Graduated
IELTS	5.0	-	-	Passed
Al-Sabahya School	96.5%	-	High School Degree	Graduated

LANGUAGES

	Speak			Read			Write			Understand		
	Excel	Good	Fair	Excel	Good	Fair	Excel	Good	Fair	Excel	Good	Fair
Arabic	*			*			*			*		
English	*			*			*			*		

KEY ATTRIBUTES

An enthusiastic individual who is seeking a placement position to enable skills of IT to be utilized:

- Excellent written and verbal communication skills; ability to clearly explain the trade-offs between possible software solutions.
- Ability to research, analyse and interpret guidance and determine applicability and impact to the organization and its operations.
- Knowledge of security procedures to maintain control of classified material.
- Ability to apply systems and software engineering principles and emerging software and hardware technologies to complex processes and plan/organize work.
- Skill, judgment, resourcefulness, originality, and ability to foresee the impact of changing technology.
- Ability to analyse data and communicate results in oral and written presentations.
- Attending conferences
- Building a strong network with other digital marketing professionals
- Keeping apprised of industry news, including when and what the latest algorithm changes are
- Taking refresher courses on important topics
- Learning new skills, like web design and creation, copywriting, and statistics
- Solid reading, writing and math skills.
- Passion and ability to learning new languages and technologies.

Technical Proficiencies

Software

Microsoft Office (Word, Excel, Outlook, PowerPoint, Project), SQL, and SharePoint, QuickBooks, Salesforce, Content Management Systems, AdWords, Google Analytics, Omniture.

Languages

Java, HTML, C++, PHP, Python, Ruby, eclipse.

EXPERIENCE

Administrative Supervisor & Digital Marketing Manager December 2020 – present
Green City Maids Company
Ajman - UAE

1. Identify trends and insights.
2. Allocate marketing investments.
3. Plan and direct marketing campaigns.
4. Manage an organization's website and maintain it, keeping best practices in mind.
5. Optimize content for the website and social media platforms.
6. Work with various content formats such as blogs, videos, audio podcasts, etc.
7. Track the website traffic flow.
8. Create designs for social media.
9. Implement and analyze performance metrics.
10. Measure and assess goals vis-à-vis ROI.
11. Device experiments and conversion tests.

12. Provide internal reports on a regular basis.
13. Execute new and creative collaborations among technologies and platforms.
14. Oversee daily duties of employees to ensure that quality standards are being met and proper procedures are being followed.
15. Give guidance to employees in handling errors, problems, complaints and/or disputes.
16. Performance analyses of employees.
17. Coordinate work schedules and duty assignments.
18. Employee recruitment, including interviews and hiring.
19. Perform orientations and/or schedule training as needed for employees.
20. Interpret and explain work procedures and policies to staff.
21. Perform employee evaluations and make recommendations on personnel actions, such as promotions or firing.
22. Prepare and manage reports, manuals, correspondence and other documents using a database or word processing.
23. Review records and reports relevant to payroll, production and other workplace activities for monitoring employee activities and evaluating performance.
24. Work with other supervisors to coordinate workplace activities with other departments, units or teams.
25. Implement company or departmental policies, procedures and quality/service standards.
26. Maintain records, including inventory, personnel, orders, supplies, and maintenance documentation.
27. Defining financial reports and create documents for receipts and invoices.

Digital Marketing Manager

August 2020 – December 2020
Mystery Entertainment Company
Sharjah - UAE

1. Prepare and manage correspondence, reports, presentations and documents.
2. Organize and coordinate meetings.
3. Take, type and distribute minutes of meetings. ☐ Implement and maintain shop systems ☐ Maintain schedules and calendars.
4. Arrange and confirm appointments.
5. Handle incoming emails, mail and other material.
6. Set up and maintain document management systems.
7. Set up work procedures.
8. Collate information
9. Maintain databases
10. Communicate verbally and in writing to answer inquiries and provide information.
11. Manage shop supplies.
12. Assist people with bookings for appointments and preventing conflicts.
13. Developing the shop website.
14. Creating Brochures.
15. Translating and writing stories for games.

Assistant for HR manager

October 2019 – May 2020
Al Ghurair University
Dubai - UAE

1. Handled and distributed incoming mail.
2. Filed essential materials keeping the office organized for potential adopters.
3. Coordinated communication and meetings between employees.
4. Answered phone calls as needed directing them to individuals who could provide assistance.
5. Arranged the applications of students.

6. Supported the IT team in maintaining hardware, software, and other systems.
7. Assisted with troubleshooting issues and provide technical support.
8. Organized and maintain IT resources.
9. Lent IT support in areas such as cybersecurity, programming, analytics, and data centre management.
10. Participated in the development of new desktops, servers or applications. As I developed by myself two websites applications and cooperated with IT team in one website application.
11. I did research hosting options and report pricing and system options to supervisors. Also, I researched unusual bugs or issues the university encounters regarding AGU's website.

Volunteer for Career Fair

February 2019 – March 2019
Al Ghurair University
Dubai - UAE

1. Organized paperwork as needed to report attendance of companies.
2. Delivered messages from one office to another part of the campus.
3. Made phone calls to CoCa-Cola organization and Al Bayan as sponsors for the event.
4. Typed meeting agenda and reports from handwritten notes.
5. Photocopied and scanned documents.

ACTIVITIES AND INTERESTS

- I visited standard chartered on 11th March, 2019 regarding writing a resume training.
- I visited IBM on 4th Nov, 2018. As the employers informed us about the products of the organization.
- I was a volunteer for Wetex on 24th Oct, 2018 with my University and I was sharing our University knowledge's and informing the others about AlGhurair Organization.
- At my free time, I am programming and creating new Web pages, I created a Blood Management System that can be used in future.
- I prefer to work within a group and I like to share my thoughts and ideas with others.

REFEREES

Prof. Bassem Al Zahabi
 Dr. Sayed Sayeed Ahmad

President of AGU
 Associate Professor at AGU

Al Ghurair University, Dubai
 sahmed@agu.ac.ae