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HOBBIES

Reading
Art
Self-growth

NIHAL ISMAIL AHMED AYAD

*Senior Lecturer, the Arab Academy for science, technology and maritime transport, College of management and technology, Heliopolis, Cairo, Egypt.

*Vice dean for training and community service, the Arab Academy for science, technology and maritime transport, College of management and technology, Heliopolis, Cairo, Egypt.

*Associate Editor for the Journal of Islamic Marketing.

PERSONAL INFORMATION

Marital Status: Married

Nationality: Egyptian

Gender: Female

Birth Date: 4th Of September 1982

Place of Birth: Alexandria

EDUCATION***London School of Commerce***

April 2014 – February 2018

London, United Kingdom

Doctor of Philosophy awarded by Cardiff Metropolitan University for the thesis titled "Can offensive advertising strategies survive the perceptions of the millennial Muslims in Egypt?"

The Arab Academy for Science, Technology and Maritime Transport

September 2009 – August 2011

Alexandria, Egypt

Master of Art in Marketing - Awarded with a GPA 3.96

The Arab Academy for Science, Technology and Maritime Transport

September 2000 – May 2004

Alexandria, Egypt

Bachelor's degree from college of management and technology - Marketing Major- Awarded with a GPA 3.78

Girard

French Education School – Alexandria, Egypt

Attended from kindergarten till final secondary school year

Graduated with a percentage of 90%

BIOGRAPHY

I always dreamed of becoming a tutor since I was 5 years old and in college, I found my passion; Marketing. In 2004 I acquired a bachelor's in marketing and international business. Apart from owning/working in a printing workshop (Al Hamd Co.), I was a schoolteacher for 3 years, a trainer for almost one year then finally I was reunited with the AASTMT at the end of 2007 to become a full-time teaching assistant. Teaching in different settings, while having hands on experience working in the market, enriched me with many experiences that helped me thrive to be a better educator. I continued with my post graduate studies by acquiring a Master of Art in marketing from the AASTMT followed by a PhD from London School of Commerce. Marketing has always fascinated me and with every class I endeavor to transfer this passion to my students so that one day they can be as passionate about understanding what make consumers tick.

WORK EXPERIENCE

Vice dean for training and community service - AASTMT

February 2022 – Present

Postgraduate lecturer – MBA

April 2018 – Present

Associate Editor – Journal of Islamic Marketing

Emerald Publishing

March 2022 – Present

Assistant Editor – Journal of Islamic Marketing

Emerald Publishing

March 2018 – March 2022

Undergraduate Lecturer - AASTMT

- ***College of Management and Technology***

The Arab Academy for Science, Technology and Maritime Transport

September 2010 – Present

- ***University of London international programs***

The Arab Academy for Science, Technology and Maritime Transport

September 2015 – 2020

Teaching Assistant - AASTMT

The Arab Academy for Science, Technology and Maritime Transport

September 2007 – September 2010

El Hamd Manufacturing Co.

Co-Owner/Manager

Jan 1995 – Jan 2020

Computer and Library Teacher

Alexandria House of English School

September 2004 – July 2006

English, phonetics, and Multimedia Teacher

E.A.C.C. "the Egyptian American Cultural Centre"

July 2006 – November 2006

Trainer

Conducted many workshops and given many courses as a trainer for multiple business through The Arab Academy for Science, Technology and Maritime Transport.

LANGUAGES

Mother Language: Arabic.

Second Languages Include:

1. English: Excellent.

2. French: Excellent.

3. Italian and German:

Basic speaking.

VOLUNTEER EXPERIENCE AND ACTIVITIES

- As an undergraduate student in the AASTMT:

1. Member of the AAMA, Arab Academy Marketing Association. Position: Active Member then Advertising Vice President.
2. Member of the A.A.S.T. Student Bond. Position: Vice President then President.
3. Member of the MISA, Management & Information System Association. Position: Active Member.
4. Member of the YES, Youth Employment Network. Position: Active Member.

- As a teacher in the AASTMT:

1. Giving and attending weekly presentations done by graduate teaching assistants, teaching assistants and professors to increase our general knowledge as teachers (2010 – present).
2. Creating a marketing campaign for the French business department in the Arab Academy for Science and Technology. (2012)
3. Responsible for foreign exchange students in the Arab Academy for Science and Technology. (2007 – 2010)
4. Motivating and helping students' activities in the Arab Academy for Science and Technology.
5. Participating in the quality control unit in the Arab Academy for Science and Technology. (2015)
6. Participating in the SMU in the Arab Academy for Science and Technology. (2011 – 2013)

SKILLS

COMPUTER SKILLS

1. Working knowledge of Microsoft Windows.
2. Microsoft office: excellent knowledge of Word, PowerPoint, Excel and fair knowledge of Front page, Publisher, and Visio.
3. Photoshop and Corel draw.
4. Working knowledge of the Internet.

PERSONAL SKILLS

1. Speaking and writing skills.
2. Active learning and listening skills.
3. Time management skills.
4. Negotiation and communication skills.