



# Maie Elbeheri

## Contact

### Address

10 Tayaran street – Nasr  
City- Cairo

### Phone

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### E-mail

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## Skills

Communication

Follow up skills

Critical Thinking

Good Observer

Documentation

Attention to details

Operations

Team work

Management

Problem Solving

Coordination

## Languages

Arabic  
Native

English  
Professional

## About Me

I am a committed senior assistant lecturer in marketing and a Ph.D. Candidate with over 14 years of experience at one of the leaders in the academic field (Arab Academy for Science and technology and Maritime transport) / a marketing enthusiast specialized in fashion marketing of Luxury fashion retailing, Business marketing and corporate communications and looking forward to new opportunities in Luxury fashion brand management.

## Work History

Full Time job **Assistant Lecturer**  
**AASTMT (College of management)**

2017–  
Present **Assistant lecturer**  
**Marketing department – Fashion marketing (AASTMT)**

- Involvement in the development of the University's long-term planning that identifies new business opportunities, markets, and partners.
- Working closely with the creative Fashion experts (Buyers, sales team, and Marketing) from an academic perspective to obtain relevant information to be used on my masters and Ph.D. proposals
- Creating marketing plans
- Managing and teaching students from various social and cultural backgrounds in educational institutions
- Responsible for carrying out teaching and research duties
- Assessing student's course work and material
- Setting up exams and the marking Scheme.
- Possessing excellent administrative and verbal communication
- Possessing excellent academic writing skills along with informative and constructive teaching methods
- Running action plans in short period
- Committed passionately to managing orientations to students and parents.

## Personal Details

Nationality: Egyptian

Religion: Muslim

Marital status: Single

-2009-09 -  
2017-08

**Teaching Assistant**

**Marketing department – Fashion marketing (AASMT)**

- Uncovering new learning opportunities
- Developing creative marketing campaigns for different departments in college based on key objectives
- Consulted with fashion marketing projects to enhance student capabilities based on fashion brands and consumer data
- Providing guidance and support to students
- Experience of classroom management
- Experience of proctoring and preparing tests and exams
- Managing educational plans on time including academic advising and registration.

2009-07 -  
2016-07

**Marketing Manager**

**Environmental projects and Engineering Company (EPECO)**

- Manage and engage a team of skilled Marketeers to continuously improve the quality of the projects and the execution of the mono products
- Managing marketing plans for environmental and sustainable projects starting from planning the activities, execution of the activities and keeping the project within budget and taking in consideration the risk management
- Managing and Design of action plans for combined industrial and domestic waste water plant at an army resort /Sokhna/Egypt Operating with MBR capacity 200 cum/day.
- Manage / Coach team for professional growth and ensure completion of professional development, including talent assessment

## Education & Certification

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- 2005-09 -  
2009-09      **Bachelor Degree in Business Administration, Marketing**  
*Faculty of Management- Arab Academy for Science,  
Technology and Maritime Transport. AASTMT*
- 2010-09  
2015-09      **Academic MBA in Fashion Marketing specialized in  
fashion retail management and consumer buying  
behaviour, AASTMT.**
- 2021-09  
-Current      **PhD. Candidate in Fashion Marketing specialized in  
Packaging and its impact on consumer buying behavior  
in Luxurious fashion industry in Egypt.**