

YOUMNA AHMED EL HERRAOUI

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Marketing Education Experience

15 years of combined academic and work experience have instilled in me the importance of continuous learning, enabling me to develop a deep understanding of Marketing that empowers me to be an exceptional instructor Driven by a passion to inspire and empower students. With Proven ability to develop engaging curriculum, assess student learning effectively, and motivate them to achieve their full potential.

EDUCATION

- **High School (2002-2005):**
Integrated Thebes American College in Cairo
Awarded an American Diploma
- **College (2005- 2009):**
Arab academy for science and technology and maritime transport
Bachelor of Business Administration – Major: Marketing – Grade: Excellent
- **MBA (2009- 2015)**
Arab academy for science and technology and maritime transport
Master of Business Administration – Track: Marketing – Grade: Excellent
- **PhD (2021- Expected 2024)**
Arab academy for science and technology and maritime transport
Doctor of Philosophy – Track: Marketing – **Sustainable Fashion Management**

WORK HISTORY

Company Name:

- Arab academy for science and technology and maritime transport (2009-present)
- University of London (International program at the Arab Academy for science & Technology 2018-Present)

Position Title: Assistant Lecturer

Tasks & Duties:

- Design and implement lectures plan and curriculum
- Tutor students and assist with assignments and projects
- Organize and distribute learning resources
- Monitor students during class work and exams
- Plan and develop teaching materials as instructed
- Initiated market research studies and analyzed findings

Company Name: University of London program at the Arab Academy for science & Technology (2018-2020)

Position Title: Marketing Coordinator

Tasks & Duties:

- Conduct research to analyze market trends and competitive landscape.
- Support the Marketing Director in evaluating and establishing the marketing plan and strategy by assembling and analyzing sales forecasts, setting objectives, planning and organizing promotional presentations, and updating calendars
- Communicate campaign objectives, timelines, and deliverables to sales team, and provide instructions for use or promotion
- Plan and manage meetings, events and conferences by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists
- Maintain a directory of sales support materials, ensuring all resources are current and accurate, and coordinate the creation of new materials as needed

PERSONAL SKILLS

- Effective verbal, listening and written communications & presentation skills
- Capability of working successfully with both groups and independently
- Ambitious, self-confidence and self-motivated
- Excellent interpersonal and Team Building skills
- Stress management skills
- Time management skills
- Fast learner and Innovator
- Well organized and Hard Working

Certifications, trainings and courses

October 2015- ICDL

November 2015 - British Council Academic research Writing

April 2019- Social Media Course

October 2019- Graphic Design

October 2022- Fashion management School (Sustainable Fashion Management for creatives)