



R A N A W A G D I

PROFESSIONAL SUMMARY

Structured academic professional illustrating strong history of positive student learning outcomes fostered through creative curriculum delivery. Skilled in sparking thought-provoking discussions to increase student participation and increase information retention. Works with learners closely to develop vital and functional skills required to complete learning programs. Delivers excellent mentorship by supporting students from all backgrounds, abilities and aspirations to fulfil potential through learning Seeking role which will leverage 14 years of teaching experience and strong sense of academic integrity.

EXPERIENCE

- | | |
|----------------------|---|
| 9 .2023. | MARKETING DIRECTOR
Property house for Business Development |
| 11.2022 -
Current | Lecturer
<i>The Arab Academy, AASTMT</i> <ul style="list-style-type: none">Fourteen (14) years of experience instructing undergraduate national and international university students in marketing, management, and business coursesA specialist in impulsive buying and social media marketing with a master's degree and a PHD in the same fieldExcellent interpersonal and communication skills, combined with solid research skills and a strong commitment to interdisciplinary researchMaintained schedules, tracked expenses, and managed communication between project stakeholdersDesigned and oversaw marketing events for advertising, promotion, and reputation development |

CONTACT

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- 01147070767
- Cairo

CORE QUALIFICATIONS

- Solid research skills.
 - Critical thinking and analysis.
 - Used statistical analysis tools such as SEM and handled missing data.
 - Strong presentation skills and experience sharing research findings effectively to policymakers as well as academic audiences.
 - Ability to work to tight deadlines.
 - Excellent communication, presentation and writing skills in English.
 - Ability to work independently and as part of a team.
 - Leadership/Communication skills.
 - Academic and work experience
 - Curriculum development
 - Student performance evaluation
 - Traditional and online marketing
 - Project coordination
 - Market strategy development
 - Digital advertising
 - Branding development
 - Competitive analysis
 - Cross-functional team leadership
 - Market segmentation
 - Product launches
 - Advertising expertise
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- Oversaw complete database containing files, contacts, and project materials
- Coordinated with vendors to complete projects according to schedule and specifications
- Managed team of interns responsible for social media posts and online copywriting
- Maximized outreach by implementing marketing strategies to grow customer base
- Identified, developed, and evaluated marketing strategies based on knowledge of company objectives and market trends
- Assisted in planning, creating, and executing successful marketing plans and strategies for small-to-medium sized businesses.

10.2013 -
10.2022

Assistant Lecturer

The Arab Academy, AASTMT

- Collected bibliographies of specialized materials to provide assignments to students
- Collaborated with lecturers to brainstorm ideas in enhancing teaching methods
- Collected examination papers to evaluate scores and provide grade results to students
- Developed teaching materials and structured modules to prepare for school year teaching
- Participated in faculty meetings to discuss announcements and developments
- Partook in student organization and activities to support student-teacher fellowships
- Wrote and edited research proposals, papers, and publications to present practical ways and significance of project
- Identified learning gaps and issues to develop solutions for improvement
- Conducted research of latest trends to keep abreast of developments and technological advances in business field
- Provided examinations and standardized tests per quarter and semester to assess student progress
- Mentored graduate and undergraduate students to explore career choices and opportunities aligned with strengths, skills, and potential.

ACCOMPLISHMENTS

- Assisting the instructor with the organization and creation of course materials and curriculum in different subject areas (ex, public relations, consumer behavior, research methods, Digital Marketing, and strategic management)
- Implemented novel and engaging learning techniques using simulations and case studies
- Acting as a substitute lecturer for research methods, Management and Digital marketing
- Handling international students in different international programs in AAST (ex., Hull)
- November 2022 - current
- Lecturer in The Arab Academy for Science, Technology and Maritime Transport (AAST)
- Created the course material and syllabi
- Created and graded in-class activities, assignments, and exams based on business cases
- Guided students on different programs to fit their career goals
- Responsibilities include lecture planning, preparation, and research
- Constant follow-up on students' progress
- Awards and Certificates - available upon request

CERTIFICATIONS

2022

The degree of Doctor of Philosophy in recognition of work entitled "The Impact of Social Media Ad Features on Social Media Ad Effectiveness In The Fashion Market In Egypt: The Mediating Role Of Online Customer Engagement- Arab academy for science and technology and maritime transport.

2018

Certificate of completing the Entrepreneurship program for mentors- Centre of Entrepreneurship & Strategic Marketing (AAST)

09.2009 - Teacher Assistant

09.2013 *The Arab Academy, AASTMT*

- Addressed the practical cases in the classrooms
- Managed teamwork in student projects
- Reported different phases of project execution to lecturer
- Handled international students in different international programs in AAST (ex., Cardiff)
- Maintained excellent student relationships by providing ongoing support
- Monitored student performance closely to determine extra support required.

2016

IELTS with an overall 6.5 score-British council

2013

ATOEFL test with a score 597-AAST
ICDL certificate from the ICDL Egypt

2009

Certificate of successfully completing the "Educational preparation course" for teaching assistants and lecturers-(AAST).

EDUCATION

October Arab Academy (AASTMT)

2022

PhD: Business, marketing

Thesis title: Social Media Ad Effectiveness in The Fashion Market in Egypt: "The Mediating Role of Online Customer Engagement"

July 2013 Academy (AASTMT)

Master's degree: business administration

GPA: 4.0/4.0

Thesis title: Factors That Affect Impulse Buying in The Female Apparel Market

July 2009 Arab Academy (AASTMT)

Bachelor's degree: Business administration

LANGUAGES

Arabic: First Language

English:



Proficient