

Sara Barakat

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Summary & Objective

MBA in progress - I possess a bachelor's degree in Business Administration specialized in Marketing from the Cardiff metropolitan university program in Egypt at the Arab Academy for Science and Technology. **Graduated 1st in the undergraduate class (class of 2020) based on GPA (3.93 GPA).**

I am currently in search of a junior level position in a reputable multinational that kick starts my career in the business field.

As a fresh graduate, I am enthusiastic and excited to learn and go the extra mile.

I have been highly rated by my peers and professors in the areas below:

- ❖ First-rate attention to detail and creative mindset.
- ❖ Possess excellent communication, problem solving and teamwork abilities.

Education

- **Bachelor of business administration – First Class with High Honours**

Cardiff metropolitan university Program
At the Arab Academy for Science and Technology, Cairo, Egypt
2 Separate Bachelor Degrees received
2016 – 2020
GPA: 3.93/4.0
Specialization: Marketing
Graduated at the top of the class, with highest distinction.

- International school of choueifat, Cairo, Egypt – American highschool diploma
2009 – 2016

Work Experience

- **Marketing Intern at JTI (Japan Tobacco International)**

July 2021 – Present

Cairo, Egypt

Worked on the Winston brand with Senior Brand Manager. Handled campaigns and worked with third parties until all deliverables were met and distributed at point of sale.

- ❖ Briefing creative agencies on campaign deliverables and following up accordingly to make sure requirements in the brief were met.
- ❖ Participated in activation and promotion decisional meetings with sales team
- ❖ Briefed and Followed up with suppliers to produce point of sale materials.
- ❖ Managing the approved budget in coordination with other business units
- ❖ Supervision of POSM distribution throughout outlets
- ❖ Analysis of users data on the Web application to extract useful insights.
- ❖ Retail market visits to ensure POSM is properly distributed and placed
- ❖ Following up with suppliers for the shipment and approval of uniforms for activations
- ❖ Conducted interviews and selected Brand Ambassadors for on ground Activations
- ❖ Planned and organized an Internal launch event for Winston's new limited edition pack.
- ❖ Planned and organized the onground activations for the new product launch (Roadshow)

- Instructor at the Arab Academy for Science and Technology.

June 2020 – Present

Cairo, Egypt

- ❖ Instructor for the **core marketing subjects**, such as Marketing Management and Advanced Marketing.
- ❖ Research & Obtain materials needed for classes, including texts and other materials.
- ❖ Evaluated and revised lesson plans and course content to facilitate and moderate classroom.

- Marketing executive at Insight company for HR recruitment and training

October – November 2020

Cairo, Egypt

- ❖ Developed an integrated Digital marketing campaign to promote the service
- ❖ Engaged in public relations and client engagement through phonecalls and Emails.

- Private English Instructor for Shoura Chemicals group.

September 11 2020 – October 18 2020

Cairo, Egypt

- ❖ Prepared instruction materials and created personalized study plans for the different english levels (beginner and intermediate)
- ❖ Enhanced student learning by optimizing a wide range of instructional approaches and innovative classroom activities.
- ❖ Kept students on-task with proactive behavior modification and positive reinforcement strategies.

Technical skills

Proficient in Microsoft PowerPoint, Word, Teams and Excel

Languages

- English (Native), Arabic (Native)