

# Ahella Tarek Mohamed El-katrey

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## **CAREER OBJECTIVE:**

Seeking a challenging position in the Academic field of Advertising and Public Relation in well-established organization, where my academic background and interpersonal skills can be best employed and developed.

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## **EDUCATION:**

Master's degree:

Faculty of Mass communication, Cairo University, PR & Advertising department, 2020.

Thesis Title: " The effect of media selectivity on shaping Egyptians environmental awareness: a comparison between traditional and electronic media "

Overall grade: Excellent

Bachelor degree:

Faculty of Mass communication, English section, Cairo University, PR & Advertising department, 2012.

Overall grade: Excellent with honor

GPA: 3.69

Graduation Project:

In a team work we set a marketing campaign for COOKDOOR.

Graduation project grade: A+

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## **Job Experience:**

**Teaching assistant** At Arab Academy for Science, Technology and Maritime Transport, College of Language and Communication.  
(September 2014 till Now)

Responsibilities:

- Helping the course professor to set the course plan and objectives
- Helping the course professor to meet the course objectives
- Helping the course professor to prepare the course material and visual aids
- Giving tutorials
- Responsible for the students' assignments and projects
- Helping the course professor to coordinate the course and quality assurance documents.

- Term coordination with the professors and lecturers
- Academic advising for the students
- Organizing Graduation Ceremonies and events

**Social media specialist** At Tahrir2 Company (December 2012 – February 2013)

**Marketing and sales representative** At Tahrir2 Company (November 2012 – March 2013)

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### **MISC. INFORMATION:**

#### **Training Courses:**

- **Graphic design Diploma** at Graphitopia (2020)
- **Multimedia Diploma** at YAT training center (2015)
- International Certificate in "**Social Marketing**" Certified from HP (2013)
- Marketing & sales coordinator **trainee**(September2012-November2012)
- ICDL (2011)
- Effective thinking technique course (2010)
- Media **trainee** at Alexandria Bibliotheca (2010)

#### **Computer Skills:**

- Perfect working knowledge of MS windows, word, Excel, PowerPoint.
- Very good working knowledge of adobe program software (Photo shop – Premiere – Illustrator - In design – Audition).

#### **Languages:**

- Toefl score: 587
- Mother language Arabic

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### **EXTRACURRICULAR ACTIVITIES:**

- **Podcast Announcer**, Magnology Magazine, Cairo University.
- **Podcast Script writer**, Magnology Magazine, Cairo University.
- **Public Relations member**, IST (Inducing Scientific Thinking).
- **Publicity & Reception member**, IST, Cairo University.

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### **PERSONAL DATA**

**Nationality:** Egyptian

**Date of Birth:** 13<sup>th</sup>June, 1991