

PERSONAL INFORMATION **Christine Guirguis**

 Cairo, Egypt

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 Skype christine.guirguis15

Sex Female | Date of birth 15/2/1993 | Nationality Egyptian

WORK EXPERIENCE

5/6/2017–Present

Demonstrator/ Teaching Assistant in the Public Relations and Advertising department

Faculty of Mass Communication, Cairo University
12613 Giza (Egypt)
<http://masscomm.cu.edu.eg/en/>

- Participating in the Department Activities (Seminars – conferences – Training courses).
- Fulfilling the Quality Requirements (course reports & students evaluation).
- Offering Special Assistance for students facing academic problems during the office hours.
- Supervising Graduation Projects.
- Receiving and following up the needed assignments.
- Recording Midterm & course work grades.
- Attending Midterm Exam.
- Teaching part of the course on the condition of the presence of the course instructor.
- Recording student's assignments.

Business or sector Education

18/4/2017–16/6/2017 **Junior Digital Marketing Specialist**

Akhnaton for Trading and Representation (ATR)
9 Sharekat street- Opera square – Downtown, Cairo (Egypt)
<http://www.eva-cosmetics.com/>

- Managing the online social media presence of 3 main brands produced by Eva Cosmetics Company (Skin Clinic, eKeratin and One).
- Conducting Competitive Analysis and Situation Analysis.
- Presenting to the team leader and colleagues the analysis results and new proposed ideas.
- Doing daily moderation on social media.
- Average 10 hours of work per day, 5 days per week.

Business or sector Marketing Administration

1/7/2016–4/11/2016 **Junior Digital Account Executive**

CultArk – Digital Marketing Agency
Greek Campus - AUC – Tahrir Square, Cairo (Egypt)

<http://cultark.com/>

- Managing the online social media presence of 3 digital accounts served by the agency.
- Conducting Competitive Analysis and Situation Analysis.
- Bi-weekly briefing meeting with the clients.
- Limited update to the account's website.
- Engaging in brainstorming sessions with colleagues.
- Doing daily moderation on social media.
- Average 9 hours of work per day, 5 days per week.

21/6/2014–21/7/2014 Volunteering English Teacher

Youth Space NGO

10 Kandelaki str. Tbilisi, Georgia 0160, Tbilisi (Georgia)

<http://www.youthspace.ge/>

- Leading "Creative English Academy" project initiated by Youth Space.
- Designing and scheduling the materials to be discussed with the students whose age ranged from 18 - 22 years old.
- Preparing materials that cover the 4 basic linguistic skills (reading, writing, listening, and speaking) through delivering a variety of content; grammar, vocabulary, literature, idioms and songs.
- Conducting evaluative short test at the end of the course.
- Average 4 hours of work per day, 5 days per week.

3/2014–9/2014 Research Assistant in an Aalborg University- Kenana Egyptian NGO project

Centre for Arab-West understanding

90 Street 14b, Maadi, Cairo (Egypt)

<http://www.cawu.org/>

Women in post-revolutionary Egypt: Can Behaviour Be Controlled?

- Background Researching.
- Personal interviewing.
- Workshop facilitation.
- Translation and transcription.
- Writing visit reports.
- Participating in dissemination events, presentations and webinars.

EDUCATION AND

TRAINING 6/2012–5/2016

BA in Mass Communication with a sub-speciality in PR and Advertising

Excellent with Honour

Faculty of Mass Communication, Cairo University, Giza (Egypt)

- Studied 44 subjects among which are: Communication theories, Business Communication, Creative and Media strategies, IMC, Online Marketing, Marketing & Media Research ...etc.
- Each subject required doing a project and one or more presentation(s).
- Learned basics of semiology and critical thinking.

20/10/2017–
12/6/2018

Pre-master’s requirements completion

Arabic

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
PERSONAL SKILLS	C1	C1	B2	C1	C1
	TOEFL iBT.				

Mother tongue(s) Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Other language(s)

English

- Communication skills**
- Good presentation skills gained through college presentations, work experience and TV interviews.
 - Open cross-culture communication gained through my volunteering experience abroad and participation in the Danish-Egyptian project.
 - Effective participation skills, especially in symposiums, gained through my participation in the National Youth Conferences.

- Organisational / managerial skills**
- Good time and stress management skills through prioritizing tasks gained through my work experience.
 - Generation of creative ideas gained through my graduation project and work experience.
 - Good copywriting skills gained through my work experience.

- Job-related skills**
- Good research skills gained through my college research courses, especially Marketing Research course.
 - Social Media Marketing skills gained through my work experience as a Junior Digital Marketing Specialist.
 - Events dissemination, interviewing and focus group moderation skills gained through my participation in the Danish-Egyptian project.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Basic user	Independent user	Independent user

Digital competences - Self-assessment grid

- Very Good command of Microsoft office.
- Managing my own blog on blogger.

- Using online presentations' preparation software like Prezi.
- Using online image creators/editors like Canvas and Pictocharts

Driving licence B

ADDITIONAL INFORMATION

- Publications**
- 1- Minya Bride of Upper Egypt, I heard About You But Now I Saw.
I wrote it in the frame of the Danish-Egyptian project and it was published on the Arab West Report website. I encapsulated my experience in Egypt's City of Minya where I interviewed a number of women from the city itself as well as from the rural areas.
- 2- The Value Loupe Blog.
It is my personal blog on Blogger, where I try to dig deep to reach the value in each life encounter. I pay big attention to the value delivered in the content as well as the aesthetic touch that creates a positive ambiance to the reader.
<https://valueloupe.blogspot.com/eg/>
- Presentations**
- Two English TV interviews. In the frame of my participation in the National Youth conferences, I was invited twice to Nile TV International channel to speak about my participation.
 - 1- <https://www.youtube.com/watch?v=53679joBQNw>
 - 2- <https://www.youtube.com/watch?v=nb4J5oto2ml>
 - A presentation about Egypt, my country, in the frame of the Global Village event held in Tbilisi, Georgia. I was the only Egyptian, African and Middle Eastern representative in the Global village event held by AIESEC Georgia.
- Projects**
- Marketing for Casio G-Shock watch Graduation Project.
- My Graduation Project was awarded the Best IMC Campaign Production.
- Conferences**
- The First National and First Monthly Youth conferences.
- I was invited by the Ministry of Higher Education to participate in those national events as one of Egypt's top students.
- Honours and awards**
- Ranked 'First on 2016 Class' in the Faculty of Mass Communication- English section – Cairo University with total GPA 3.98/4.
 - Got 'Outstanding Performance and Academic Excellence' certificate for the academic year 2015/2016.
- References**
- 1- Prof. Dr. Yasser Tawfik - Professor of Marketing

Head of marketing department at October University of Modern Science & Arts (MSA)
Lecturer at Faculty of Mass Communication - English Section - Cairo University
E-mail: ytafwik@msa.eun.eg
Mobile no. : +20 1228342995

2- Dr. Omnia Zaazou - Associate Professor of Marketing
Lecturer at October University for Modern Science and Arts (MSA)
Lecturer at Faculty of Mass Communication - English Section - Cairo
University Chairman and Managing director of Arc Media Agency
Media Consultant
E-mail: omniazaazou@gmail.com
Mobile: +20 1001103015

3- Mette Toft Nielsen - Scientific Assistant at Aalborg University, Denmark.
Lecturer at Cairo, Egypt.
E-mail: Mette@crossingborders.org
metttoft@gmail.com
Mobile: +45 25776810

Courses 1- Marketing for Entrepreneurs.

It was a 3-days workshop held at the Information Resource Center at the US embassy, at the end of which each group was presenting the Marketing Plan for the product selected.

2- Smart Marketing course.

It was a 3-day course organized by Update student activity at Cairo University where Marketing experts were invited to discuss Marketing, marketing Research, Branding and Social Media Marketing concepts.

Certifications Hubspot Inbound certification.

- Learned about basics of inbound marketing and the difference between inbound and outbound marketing. I also passed a test online at the end of the course.

