

HEBA EL GARHY

ASHGAR COMPOUND, OCTOBER CITY, GIZA

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CAREER OBJECTIVE

Seeking a challenging opportunity at a well-organized organization, as well as enhancing, developing my practical & academic experience for more than 12 years in the field of *Public Relation, Media & Communication consultancy*, in addition to my specialty as Radio & TV presenter for the past 17 years; which strengthened my capabilities to develop a wide range of business & social networking.



EDUCATION

- **Bachelor of Arts, Cairo University, 2001. Major:** French literature.
- High school diploma (thanwiya Amma) lycée El Horreya School. Bab El Louk Egypt, 1996.
- Primary school, Religieuse Franciscan School, Kasr El Nile, Egypt, 1993

WORK EXPERIENCE

Al-Batros for Production:

April 2020 - present

Media Speaker & Media Consultant

- Responsible for all the content of any published stuff.
- Organizing all the interviews with press, tv and radio.
- The sole responsible for any press releases or any news related to the project.
- The only speaker who has the right to announce or speak to media.
- Responsible for approving any press news or media releases.

Innovinity Medical Hub

Feb 2020 - dec 2020

Media Consultant

- Organize and schedule content for weekly posts on various social media platform.
- Responsible for coordinating to boost brand awareness.
- Promoting the brand image through media communication.
- Create and execute company's plan for branding.
- Arrange celebrity's visits to showing up.

Arab Academy for Technology and Maritime

2018 - present

Lecturer In Mass Communication Department

- Oral proficiency course for year three students.
- Skills of how students use language.
- The ability to use language effectively to ensure the communication objectives.
- Academic training on how to use the personnel skills.
- Preparing the students and developing their talents to discover media field.
- Practical exercise on right behavior in front of camera.
- Comprehensive training on broadcasting skills.

EgyGate Egyptian Global Gate

2018 - 2020

*One of Tahia Masr Company**Public Relation & Media Expert*

- Directing public relation campaigns for the company
- Developing media plans and policies with executives in the organization
- Setting up speaking engagements and preparing speeches for spokespeople
- Drafting press releases, news, and magazine articles
- Make training to executives on how to promote a public image & handle media issues
- Responsible for the image of the company in all occasion
- Create and manage promotions and social media ad campaigns
- Supervision all posting content

Innovation Group for Events & Marketing Solutions

2016 - 2018

Media & Public Relations Consultant

- Develop relevant content topics to reach the company's target customers
- Create, curate, and manage all published content.
- Content management
- Development of brand awareness and online reputation
- Create a regular publishing schedule
- Responsible of visual design and web development strategy
- Design, create and manage promotions and social ad campaigns
- Monitor effective benchmarks for measuring the impact of social media campaigns

Our Campaigns:

- ✓ *Luxor international African film festival 2017*
- ✓ *Meet Symposia the International Medical Conference for Interventional Radiology*

- ✓ *The First Arab International Forum for Special Needs Education, under Supervision of president **ABDEL FATTAH EL SISSY**.*
- ✓ *Arab Perspectives on the Future of the UN Peace and Security Architecture*
- ✓ *Political projects such as: (Presidential Election 2017)*
- ✓ *Egypt and Medical Tourism Conference, under Supervision of President **ABDEL FATTAH EL SISSY***

One Digital (Dubai & Beirut) - Radio One

2015 - 2016

Operations Director - Egypt

- Managing the Egypt team output and ensuring workflow cycle
- Production high quality content as per set target
- Manage team schedules, outputs and timings
- Managing the scheduling and publishing of the social media pages, including live broadcasts, and writing captions
- Monitor and respond to daily posts comments on Facebook, & building conversations with audience
- Content proof reading and visual check, giving final approval on content
- Analyzing posts, audience response and social performance and giving recommendations on what's working and what is not, and directing the team members on content direction
- Develop creative ideas; figuring out how to produce content in new & engaging ways
- Edit content scripts and captions whenever is necessary
- Respond to local client calls and attend sales meetings as needed
- Adhering to one digital and online guidelines and policies.

Dotmasr Advertising Agency

2014 - 2015

Media Consultant & Content Director

- Plan and execute a content strategy that drives high engagement
- Serve as editor-in-chief for all content to ensure quality, clarity and consistency
- Collect, monitor and analyze social and website metrics, and make improvements accordingly
- Staying up date on industry trends and adjust the content strategy as needed
- Collaborate with brand, product and sales managers to create promotional concepts
- Manage the distribution of content across all channels

Mirage for Events

2010 - 2013

Managing Director & Founder

- Specialized in organizing big events, High weddings, concerts, defile...
- Arrange the whole preparation for the events: lighting, decoration, flower, stars, printing
- materials and video clips.
- Manage staff responsible for event coordination activities.
- Hire, train, and educate staff on proper event procedures.
- Calculate budgets and adjust when necessary.
- Book venues and negotiate fees.
- Prepare invitations and send out at appropriate time.
- Promote the event using flyers, cold calling, and social media as examples of ways to spark attention.
- Define company brand through events.
- Set up booths, flowers, decorations, and other event décor.
- Give final approval for items such as music and menu.

Mirage for Advertising

2008 - 2010

Public Relation & Marketing Manager

- Write press releases and prepare information for the media
- Identify main client groups and audiences and determine the best way to reach them
- Designate an appropriate spokesperson or information source for media inquiries
- Help clients communicate effectively with the public
- Monitor, analyze and communicate PR results on a quarterly basis
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Analyze consumer behavior and adjust email and advertising campaigns accordingly

East of West Events & Marketing Management

Public Relation & Event Specialist (Free Lancer)

Organizing many international concerts:

- "STING CONCERT" the famous singer STING concert in the pyramids 2001
- "Al Shab Khaled Concert" the famous Algerian singer 2003
- "ELISSA Concert ". 2008

MEDIA PRESENTER EXPERIENCE:

▪ RADIO HITS 88.2	Jan 2017 - Present	Senior Presenter
▪ MEHWAR TV	April 2016 - Nov 2016	Senior Presenter
▪ DREAM TV	Jan 2014 - Dec 2015	Senior Presenter
▪ SADA EL BALAD TV	Nov.2011 - Dec 2013	Senior Presenter
▪ ALHAYA TV	Oct.2008 - Dec.2009	Television Presenter
▪ NOUGOUM FM, 100, 6	Oct.2005 - Oct.2006	Head of presenters
▪ NOUGOUM FM, 100.6	Aug. 2003 - Aug.2010	Radio presenters
▪ DREAM TV	July. 2000 - Jan 2003	Television Presenter

Interpersonal & Special Skills

- Home styling decorista
- Script writer for some magazines
- Animation voice dubbing
- MC for public events
- Media Executive producer
- Stylist and fashion design
- Communication Skills
- Analytical skills
- Presentation & Public speaking skills
- Customer Oriented
- People management

Practical Skills

- Trainer for Radio and TV presenter
- Studio and location presenting
- Full career guidance and job leads

Computer Skills: Very good knowledge.

Language Skills: Fluent in Arabic, English & French

Personal Information

- **Date of Birth:** 04-8-1977
- **Place of Birth:** Cairo
- **Marital status:** married
- **Nationality:** Egyptian

References will be furnished upon request