



CURRICULUM VITE

PERSONAL DATA:

Name : Nevine Abdel Shahied
Address : 6 of October city, Giza, Egypt
Mobile : +201222472221
E-mail: : nevine1610@gmail.com
Place of Birth : Cairo – Egypt
Marital Status : Single

EDUCATION DATA:

University : Sadat Academy for Management Sciences
Major : BC of Management (Information System and Computer Sciences)
Grade: : Good.
Project : Account System of “Kompas Egypt” with a rate of appreciation excellent

WORK EXPERIENCE:

November 2017 till September 2020

Working in “**Warwick Doha Hotel**”

Address: Al Sadd, opposed to Hamad international Hospital, Doha, Qatar

As a Marketing and Communications Manager

Responsibilities

- To co-ordinate new printed materials with the advertising agency.
- To ensure corporate identity standards for all promotional material.
- To co-ordinate and oversee the production of existing collateral and the development of new promotional materials.
- To ensure that all hotel collateral is updated and current and to manage the inventory on all collateral.
- To plan and co-ordinate the advertising and promotions programs.
- To implement the hotel’s annual advertising plan and to co-ordinate with advertising agencies, newspapers and magazines on all matters related to creative and media planning.

- To monitor advertising as it appears for feedback to agencies on positioning and appearance.
- To bring ideas and participate in the preparations of the promotional theme events, other promotional activities and invitation lists.
- To co-ordinates mailings as stated in the marketing plan.
- To preparing the annual and monthly marketing action plans.
- To follow the sales, revenue, F&B and Spa results and propose corrective actions if needed.
- To keep close follow up on developments of the competitor hotels (occupancy, structural alterations, renovation, special campaigns, rate promotions, marketing efforts, theme events etc.).
- To update customers with the latest development of the hotel by means of Web-site and some other available distribution channels.
- To participate developing new ideas such as special packages, programs, promotional activities undertaken by sales, F&B and Spa departments.
- To work with frequent flyer airlines partners to promote the hotel internationally.
- To keep the followers updated with the latest developments in the hotel including all activities, promotions and rates of the hotel
- To follow up market trend and suggest necessary actions
- Arrange special promotions for the national and social events during the year with the revenue, F&B and Spa departments.
- Promote all the promotions on social media platforms, mobile applications and direct marketing tools.
- Responsible on any photo session or shooting videos for all hotels outlets to promote hotels facilities

September 2016 till October 2017

Working in “**Best Western Plus Doha Hotel**”

Address: P.O.BOX: 20409 Old Salata, Al Safilia Street, Doha, Qatar

As a Marketing and Public Relation Manager

Responsibilities

- To co-ordinate new printed materials with the advertising agency.
- To ensure corporate identity standards for all promotional material.
- To co-ordinate and oversee the production of existing collateral and the development of new promotional materials.
- To ensure that all hotel collateral is updated and current and to manage the inventory on all collateral.
- To coordinate the various HMH Hotel marketing tools and programs
- To work with the DOSM to plan and co-ordinate the advertising and promotions programs.
- To implement the hotel's annual advertising plan and to co-ordinate with advertising agencies on all matters related to creative and media planning.
- To monitor advertising as it appears for feedback to agencies on positioning and appearance.
- To bring ideas and participate in the preparations of the promotional theme events, other promotional activities and invitation lists.
- To co-ordinates mailings as stated in the marketing plan.
- To assist DOS&M for preparing the annual and monthly marketing action plans.
- To follow the sales and marketing results and propose corrective actions if needed.

- To keep close follow up on developments of the competitor hotels (occupancy, structural alterations, renovation, special campaigns, rate promotions, marketing efforts, theme events etc.).
- To maintain the existence of an efficient customer database system (OPERA) and be capable of identifying report sales calls and other sales activities and to carry out updating exercise in certain periods of time.
- To update customers with the latest development of the hotel by means of Web-site and some other available distribution channels
- To participate developing new ideas such as special packages, programs, promotional activities undertaken by sales department and/or F&B.
- To work with frequent flyer airlines partners to promote the hotel internationally.
- To take part in sales training programs
- To keep himself/herself updated with the latest developments in the hotel including all activities, promotions, rates of the hotel
- To keep department superiors informed of all changes in the customer profile.
- To follow up market trend and suggest necessary actions to DOSM

January 2013 till December 2015

Working in “KMAC” for Manufacturing & Constructions

Address: 40, Abo Bakr Al Seddik St., Heliopolis, Cairo, Egypt

As a Country Head for “ELCC” – the Egyptian Liberian Construction Company - which established in Monrovia – Liberia since 2012

Responsibilities

- Contact the clients who are interested to import products from Egypt in the following fields (Consumer Products,–Construction Materials - Raw materials for some industries)
- Present the “ELCC”presentation and the objectives of presence and investment in the Liberian markets.
- Present the suppliers catalogues for the products that can be imported from Egypt, as well as the quotations
- Taking orders from the client and coordinate with the company's branch in Egypt to in order provide the required products
- Making full marketing surveys of similar products in the Liberian market (includes product's photo, price, weight and country of origin) and send to the company in Egypt to determine the final price of the required products
- Provide the company in Egypt with all the updated reports for the clients (i.e. contact report after every meeting with the clients, weekly report for the status of each client, updated report for the client contacts)
- Follow-up with the client until issuing the purchase order
- Follow up with the company in Egypt until provide me with the Performa invoice
- Follow up all financial issues between the client and the company in Egypt.
- Follow up all the steps for shipping containers until arrive to the port of Monrovia in Liberia.
- Follow up the containers until arrive to the client stores.

April 2008 till December 2012:

Working in “B&G Hotels and Resorts” – Hotel Management company

Address: 17, Nadi Al Said St., Mohandeseen, Giza, Egypt

As a Marketing and Public Relations Manager for 6 Hotels in Sharm El Sheikh and Marsa Alam

Responsibilities

- Develops annual marketing plan in conjunction with sales department, which details activities to follow during the fiscal year, which will focus on meeting organizational objectives.
- Demonstrates technical marketing skills and product knowledge of Online booking through the website
- To manage the Marketing Department Budget. Delivery of all marketing activity within agreed budget. Direction of marketing staff where budgets are devolved.
- To manage all aspects of print production, receipt and distribution.
- The achievement of frequent, timely and positive media coverage for Sales and it's programs across all available media.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Demonstrate ability to interact and cooperate with all company employees.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.
- Developing marketing plan for 8 properties in Sharm El Sheikh and Marsa Alam
- Develop effective communication channels between the suppliers and the properties
- Analyze properties' requirements
- Provide outstanding marketing and PR service
- Ensure timely delivery of products / services
- Provide timely reports (i.e. Contact reports, Status Reports)
- Managing all the events all over the year for each property
 - Squash tournament 2008
 - Art Festival 2008
 - Squash tournament 2009
 - Art Festival 2009
 - Squash tournament 2010
 - Art Festival 2011
 - Tennis tournament 2012
- Managing all the magazine and press campaigns for each property
- Managing all the press news and articles for each property
- Managing and update the website for the group
- Managing all the preparations for all the exhibitions inside the country and abroad

- Managing all the marketing tools that sales team needed
- Managing all the marketing tools that each property needed

November 2004 till March 2008:

Working in “AR” advertising agency.

Address: 26, Mohamed Mazhar St., - Zamalek – Cairo – Egypt

As an Account Director on the following accounts:

- Marriott Resorts (Sharm El Sheikh, Hurghada and Taba):
 - all the press and the magazine campaign.
 - all the printed material.
- JW Marriott:
 - all the press and the magazine campaign.
 - all the printed material.
- Sofitel El Gezira:
 - all the collaterals material for the opening.
 - all the press and the magazine campaign.
 - all the printed material.
- Accor:
 - all the printed material for all the properties in (Cairo, Alexandria, Luxor and Aswan).
- Hilton Sharm El Sheikh:
 - all the press and the magazine campaign.
 - all the printed material.
- Hilton Khartoum:
 - all the printed material.
- Sheraton Sharm El Sheikh:
 - all the printed material.
- Travco:
 - all the printed material.
- Blue Sky:
 - all the printed material.
- B&G Hotels and Resorts (Sharm El Sheikh and Marsa Alam):
 - all the press and the magazine campaign.
 - all the printed material.
- Al Sagheer Cosmetics:
 - all the press and the magazine campaign.
 - all the printed material.
- Intervet:
 - all the press and the magazine campaign.
 - all the printed material.
 - Arrange all events.

- American Express:
 - all the press and the magazine campaign.
 - all the printed material.
- Promoseven Weber Shandwick Public Relations:
 - Arrange all their clients events as follows:
 - HSBC
 - P&G
 - Unilevr
 - Fine
 - British American Tobacco
 - KRAFT
 - A&K
 - LuxorAirport
 - ALD Automotive
 - ORASCOM Hotels and development
 - Offshore Customer ManagementInternational Conference– 05
- MIGOP:
 - all the press and the magazine campaign.
 - all the printed material
 - all the newsletters
- Blue Nile:
 - all the press and the magazine campaign.
 - all the printed material
 - all the newsletters
- GAFI (General Authority For Investment):
 - all the press and the magazine campaign.
 - all the printed material
 - all the newsletters

Configuration of the job:

- Follow client structure
- Develop effective communication channels between the client and the agency
- Analyze client's brief / requirements
- Provide outstanding customer service
- Ensure timely delivery of products / services
- Provide timely reports (i.e. Contact reports, Status Reports)
- Quotations

June 1999 till November 2004:

Working in "Animation" advertising agency.

Address: 49 El Kodss El Sharif St. from Lebanon St., - Mohadeseen – Giza – Egypt

As a Senior Account Manager on the following accounts:

- Chrysler:
 - the first TV commercial in the Egyptian Television was for Cherokee.
 - the printed material for Jeep club launch at Sakara country club.
 - all the press and the magazine campaign since 1999 – 2000.
 - all the printed material for all Chrysler brands.

- Nokia:
 - TV commercials
 - all the press and magazine campaigns
- Tetra Pak Egypt
 - 1st and 2nd phase for the TV commercials with the movie star Gameel Rateb
 - create the new design for the pack of Biblos juice
 - Biblos TV commercial
 - documentary film for doctors society to compare between the lose milk and packed milk
 - all the printing material and the giveaways for all events
- US Wheat Associate
 - TV commercial
 - all the press and magazine campaigns
- Arma – Hayati Brand
 - create the design for Hayati
 - all the TV commercials since 1999 till 2002
- Ideal Zanussi – Aquatec
 - create the logo for Aquatec
 - all the TV commercials
 - press and magazine and outdoor campaigns,
- Abou Ghaly Motors
 - new Cherokee TV commercial
 - all designs for press and magazine and outdoor and events.
- Alpha Auto – Citroen Xara
 - the TV commercial
 - all the press and magazine campaign since 2000 till 2002
- Protech – NOKIA
 - all the TV commercials
 - press and magazine and outdoor campaigns
 - all designs for all the printing material
- Sharp
 - all TV commercials
 - all press and magazine and outdoor campaigns
- Parfico – Touch Brand
 - TV commercial
- Raya
 - the Launch Event
 - all the press and the magazine campaigns
- ProSyLab
 - all the printed material
- Chloride
 - TV commercial

- MCV
 - all the press and Magazine and outdoor events
- Baraka Water
 - TV commercial
- SAMSUNG
 - outdoor campaign
- Americana – KFC
 - TV promotion commercial
- Dream Land
 - all printed material since 1999 – 2000
- Production Manager for Selections 2003

Configuration of the job:

- Follow client structure
- Develop effective communication channels between the client and the agency
- Analyze client's brief / requirements
- Provide outstanding customer service
- Ensure timely delivery of products / services
- Provide timely reports (i.e. Contact reports, Status Reports)
- Quotations