

Heba Abdullah Ismaiel

Address: 11th district, 6th of October city

Phone: 0100 456 2 708

Email: hebaismaiel77@gmail.com

Age: 35 years old

OBJECTIVE

Administrative assistant & Office manager experience with project & pricing management and Data analysis and social media skills.

WORK EXPERIENCE

10/2022 - NOW

Part Time at MarKopedia Marketing Agency

Responsibilities:

- CEO assistant
- Social media head (meeting the client, write down the ideas for the account, posting plan, accordingly, think with the team in content and artwork for each post, executing the plan)
- Accounts we currently manage.
 - Markopedia
 - mazarfurniture1
 - Almohtawabooks
 - EduTalks.eg
 - iKidsAcademy4specialNeeds
 - MarKoPresent.egy
 - Dwar.L.Omda.Cafe
 - Oops café.
 - Eldokka Café and Restaurant
 - Elmohands.uniform
 - Comsyssoftware
 - globalrose.elwarda
 - soknaegy

10/2021 - NOW

Part Time at Fahmy Elbarwy Sons

Responsibilities:

- Social media Management and moderating (Facebook and Instagram)

06/2021 - NOW

Part Time at Up Trend

Responsibilities:

- Administrative assistant
- Posting Plan (2 times a month)
- Selling Prices for new products
- Website management
- Social Media Management (Facebook and Instagram)
- Social media moderator (**From March 2022 to April 2023**)
- Accounting sheets (balance sheets & inventory sheets) (**From June 2021 to June 2022**)

10/2017 - 04/2021

Project management & social media coordinator at Laser Gallery Egypt

Responsibilities:

- Project management & social media posting
- Attending new ideas meetings.
- Creating weekly plan for designers & page posts
- Creating monthly products development plan
- Responsible for new posts (purchasing or availability in stock, pricing considering ROI and posting on FB page budgeting)
- Handling all details & specs for each product & explaining to sales teams (Retail, Online & corporate) how to sell.
- Arrange to upload photos on website & software to make it easier for salespersons to register their orders.
- Quotations for VIP clients and track their orders (payment & delivery time)
- Updating price list regularly
- Balance sheet for online distributors
- New promotions study regarding prices & ROI
- ERP system meetings & website designers meeting to upgrade ours & study their technical & financial offers.

05/2016 – 10/2017

Online Sales coordinator & online sales team leader at Laser Gallery Egypt

Responsibilities:

- Online sales schedule & shifts
- Replying Facebook messages
- Registering orders on ERP (kiss flow – Odoo)
- Coordinating shifts
- Handling all details about every product & it's specs.
- Team leader from 10/2016
- Handling all problems & misunderstanding within the whole team

04/2016 – 04/2016

E-marketing at techno stone for Marble

Responsibilities:

- E-marketing department
- Sending & receiving emails for marketing & sales

03/2016 – 05/2016

Free Lance Data Entry at Misr Legal Insurance

Responsibilities:

- website data entry & social media marketing

08/2014 – 02/2016

Office manager at Nass Tech for Integrated Projects

Responsibilities:

- Everyday attendance for all employees
- Organize meetings.
- Receiving emails & faxes
- Prepare reports & presentations.
- Handling tenders (financial & technical offers)
- Generating Quotations & receiving PO
- Organizing the company's database with current clients & their data & forecasted clients
- Coordinating domestic and international travel
- Social media posting (Facebook and LinkedIn)

01/2014 – 5/2014

Administrative assistant at TestoLab

Responsibilities:

- Handling all tenders (financial & technical offers)
- Coordinating our delegates in tenders
- Follow up the shipping process to our clients on time & with required specs.

03/2013 - 11/2013

Administrative assistant at Fikr creative

Responsibilities:

- Everyday attendance for all employees
- Designer's task coordination depends on sales team inquiries.
- Follow up with all the concerned teams to deliver the printed items on time.

06/2011 - 02/2013

Web design at Master for education and training

Responsibilities:

- Web design – using CSS & HTML
- Working on websites from scratch on Photoshop & Dreamweaver
- Business identities for some companies (Business cards, letter heads & flyers)

07/2007 - 08/2007

HR & accountant trainee at Misr Bank

Responsibilities:

- HR
- Accountant

EDUCATION

2006 - 2010

Bachelor Faculty of Commerce and Business Administration Helwan university (English Section)

Management Information System Major

2000 - 2006

Orman Experimental Language School

Mathematics Major

1994 - 2000

Awkaf Experimental Language School

ADDITIONAL SKILLS

Certifications Local TOEFL 2010 (487) / ICDL (4.0)

Computer skills Adobe PS – DW – Flash – InDesign / Microsoft Office

Soft & Managerial skills Advanced Interpersonal Communication / Effective Presentations / Time Management / Stress Management / Business English w/Business Communication / Advanced English for IT / Technical and Business writing

Diplomas

- Web design diploma & Graphics diploma with a Certificate from KIT Community

- N.L.P diploma & Power of memory and mind mapping diploma With a Certificate from Smart mind Community

Other courses

- Advanced Communication skills (SIFE Organization – Helwan University)

- Communication skills (yes, we can in Egyptian universities – Helwan University).

- Customer service (yes, we can in Egyptian universities – Helwan University).

- Planning, Time management, Targets achievement, Positive thinking, Selfmotivation, Secret of success, Secrets of effective personality (Smart Mind)

- Social media marketing January 2016

- Pricing principals (ALmentor online course)

- Social media planning (ALmentor online course)

- Data analysis fundamentals (Online course)

REFERENCES

References available upon request