

Salma Ahmed Hafez

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OBJECTIVE

Looking forward to increasing my knowledge of public relations and advertising.

EDUCATION

Bachelor of Mass communication, Cairo University, public relations and advertising Department.

Accumulative Grade: Excellent (95%) with GPA (3.9).

Graduation Project Grade: Excellent (95%).

EXPERIENCE

(Graduation Project)

Public relation:

- Persuading the Ministry of Youth and Sports and the Ministry of Environment to take honorary sponsorship from them.

- Providing 2 courses for the agency of the Faculty of Mass Communication, Cairo University.

- Connect with celebrities to get support from them.

Graphic design:

- Social media designs.

- Brochure, Flyer and Banner design.

- PowerPoint design.

- Outdoor advertising design

Others:

- Organizing a graphic workshop at the Faculty of Mass Communication, Cairo University.

- Organizing an Event about green cities at the Faculty of Mass Communication, Cairo University.

Achievements

In Graduation Project
(Social campaign)
(Greenotopia)

- A social campaign to spread awareness of sustainable green cities.

- Part of the campaign was implemented on the ground in Fayoum.

- The project won 8 awards from the Faculty of Mass Communication, Cairo University, 6 of them are First place and 2 of them are second place.

COURSES

Graphic course “Photoshop, Illustrator and InDesign” (24 hrs.) (12/2022):

- 6 sessions about the basic concept of design and advanced work in using the programs.

Online Graphic course “Advertising designs course” (20 hrs.) (6/2023):

- 15 sessions about **Photo manipulation Techniques**.

Online Microsoft Office courses “Word, PowerPoint and Excel” about the basic of using the programs.

ADDITIONAL SKILLS

PR and Content Creation.

LANGUAGE

Arabic native language /English (very good)

