

# Mariam Emad Hamdy

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## TRAINING

- Banque Misr – Internship April 2025
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## EDUCATION

Taibah Academy, Maadi - Cairo, Egypt **BSc. In Commerce - Marketing & E-Commerce Department (2025)**

- Expected year of graduation 2025
  - **GPA: 3.03 / 4.00 (Very Good)**
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## EXECUTIVE SUMMARY

Motivated and detail-oriented Marketing and E-Commerce graduate with strong expertise in digital marketing, consumer behavior, and online business strategies. Skilled in using e-commerce platforms, SEO, social media marketing, and data analytics to enhance customer engagement and drive business growth. Seeking a dynamic role in a forward-thinking company to apply strategic marketing knowledge, deliver impactful results, and grow professionally. Recently completed training at Banque Misr, fueling a strong interest in applying digital marketing skills within the banking and financial services sector.

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## PROFESSIONAL SKILLS

### Marketing & Communication:

- Digital Marketing Strategy.
- Content Creation & Copywriting,
- Social Media Management (Instagram, Facebook, LinkedIn, etc.).
- Email Marketing Campaigns.
- Branding & Market Positioning.
- Consumer Behavior Analysis.
- Marketing Research & Competitive Analysis.
- Influencer & Affiliate Marketing Coordination

### E-COMMERCE & DIGITAL TOOLS:

- E-Commerce Platform Management
- Online Store Optimization
- Product Listing & Catalog Management
- SEO (Search Engine Optimization)
- Google Ads & Meta (Facebook) Ads
- Google Analytics & Data Interpretation
- HTML, CSS, PHP, and Database Integration

### SOFT SKILLS

- Strong Communication & Presentation
- Creative Thinking & Problem-Solving
- Time Management & Organization
- Team Collaboration & Adaptability
- Customer Focus & Relationship Building
- Attention to Detail
- Expert in using Microsoft Office,
- Skilled in internet browsing and research

### COURSES & CERTIFICATIONS

- Web Design Course: HTML – CSS – PHP – Database
- Digital Marketing Course: Covered SEO, paid advertising, social media management, and email marketing.
- English Language Course (In Progress)

## LANGUAGE

- - Arabic: Native
- - English: Good (currently improving through an ongoing course)