



Farah Abbas

Integrated marketing communication (IMC)

Location: New Cairo, Cairo

Telephone: +201224410101

Email:

Farahamin113@gmail.com

LinkedIn:

<https://www.linkedin.com/in/farah-abbas-72b54a237>

Core skills

- Think and communicate clearly
- Creativity and innovation.
- honestly and clearly
- Ability to work with unpredictable situations
- Team work
- Microsoft skills (Word, Microsoft tools, PowerPoint, Microsoft Excel)

Work and internship Experience

Intern at golden media production and Advertising

- Learned the foundational skills of shooting, editing, and producing advertisements
- The basics of lighting and sound production
- Creative and strategic thinking
- Creative copywriting

Intern at Al Ahram pharmacies

- Interacting with customers to make sure they received their order properly
- Responsible for dealing with Yodawy (Medicine delivery App)
- Studying the market constantly to determine which cosmetics are in high demand and should always be available.

Extracurricular Activities

Public relations in BUE Magazine Club

Vice Head in PR

- dealing with sponsors
- Liaising with clients

- Organizing and attending promotional events such as open days, visits.

FCMM-IMC summer workshops

- Brand building
- Creative digital content
- Ad film making
- Developing social media campaign

Education

- British university in Egypt (Communication and Mass Media Degree) Majoring in integrated marketing communication (2019-2023)
- El-Salam language schools (National certificate). (2005-2019)

