Marwa Mohamed Nabil Abd el Moneim

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Personal Information:

Nationality: Egyptian.
Job Title: Lecturer at "International Academy for Engineering and Media Science" Advertising Department.

Qualifications:

Education:

- International General Certificate of Secondary Education (I.G.C.S.E) British Certificate.
- BA, Helwan University, Faculty of Fine Arts.
- Masters degree, Helwan university, Faculty of Fine Arts.
- PhD degree in Environmental Science , Ain Shams University, Institute of Environmental Studies and Research , thesis about (Evaluating the Role of Advertising in Urban Coordination in Egypt).
- Languages: Arabic (native), English (fluent), French (fair).

Further studies:

- **Successfully attending and participating** in the "Institute of Environmental Studies and Research" programs as follows :

  - Integrated Environmental Science Studies.
  - Computer and Statistical Applications.
  - Debate and Discussion Sessions.
  - Preparing and Writing Scientific Researches.
  - Environmental Impact Auditing.

- **And the Following Courses**:

  - Communication and Public Opinion
  - Media Theories
  - Total Quality Control
  - Project Managements
  - Environmental Auditing

Other Qualifications:

- Using professionally most of common CAD, in addition to many programs used for presentation, documentation, reporting or else, such as: Adobe PhotoShop, Word, PowerPoint …etc.

- Preparing reports and wall /on screen presentations for conferences, seminars, exhibitions, projects overview, etc.

- Designing print ads, posters and outdoors for conferences and exhibitions.

Former Experience:

Worked at "Cairo International Fair and Exhibition" (from 1999 – 2004).

- Core team member for design, working drawings for several projects such as:

  - Planning and designing the Egyptian pavilion held in Dubai 2001.
  - Designing Cairo International Fair formal medal prize from 2001-2003.
  - Designing various print ads, outdoors and indoors ads, brochures, logos, for different Egyptian pavilions and exhibitions local and abroad.

Working as a lecturer at:

"International Academy for Engineering and Media Science" (Advertising Department) from 2004- present.

- **Teaching following courses** :

  - Basics of Design
  - Creative Strategies in Adverting
  - Outdoor Advertising
  - Social Marketing
  - Events Management and Marketing
  - Direct Marketing
  - Integrated Marketing Communication
  - Global Advertising
  - Advertising Research
  - Management of Advertising Production
  - The Art of Advertising Writing (Arabic)
  - Internship in Advertising 1
  - Internship in Advertising 2
  - Graduation projects.

- **Further activities:**

Participating and organizing Academy's Annual Conferences 1st, 2nd, and 3rd.

- Organizing an exhibition for (Print ads and Outdoors) in 2nd conference.
- Designing print ads for 3rd conference (logo, brochures, booklets, posters, banners, etc…).

Thank You