

## Rana Moustafa Aboud

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### Education

**Master of Mass Communication**, Cairo University, Faculty of Mass Communication, Advertising and Public Relations Department. (Jan 2013 - expected 2014)

Bachelor of Mass Communication, International Academy for Engineering & Media Sciences (IAEMS)

Date of graduation: June 2006

Concentration: Marketing & Advertising

GPA: 3.86/4

General Secondary Certificate, Pyramids Language Schools, Egypt, 2002

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### Working experience

Teaching assistant, International Academy for Engineering & Media Sciences (IAEMS) , Aug. 2006 - Present

Marketing instructor, American university in cairo (AUC), Feb. - May 2007

Trainee, Look Advertising Agency, **Advertising Production**, June - July 2005

Trainee, Video & Cinema Production Department , **Egyptian Media Production City**, July 2004

Trainee, Media & Advertising Department, **Egyptian Media Production City**, Aug. 2003 & June 2004

Trainee, English Translator, **Egyptian News Bulletin, Radio & Television Union (Maspero)**, June -July 2003

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### Certificates of Honors/Recognition Received

Best Graduation Project, **International Academy for Engineering & Media Sciences (IAEMS)**, July 2006

Certificate of Recognition for Efforts in Anti-Smoking Awareness, **The Egyptian Smoking Prevention Research Institute (ESPRI)**, Sep. 2004

Certificate of Honor for Efforts in Anti-Smoking Awareness, **The National Council for Drug Abuse Control and Treatment**, Aug. 2004

Certificate of recognition for participation in the competition for Mass Communication, **United Nations Development Program (UNDP)**, July 2004

Certificate of recognition for excellent representation of The International Academy for Media Sciences (IAMS), **The Center for Leaders Preparation**, September 2003

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### Trainings Attended

Cinema production, **Cairo Cinema House**, 2004 & 2005

Media and Human Rights Training Sessions, **United Nations Development Program (UNDP)**, July 2004

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### Academic Projects

- Creative and director, TV & outdoor advertisement for combating smoking & violence against females;
  - Creative and director, TV & Radio advertisements for a chocolate brand;
  - Creative and director, TV & Radio advertisements for a frozen vegetables brand;
  - Prepared a marketing plan for a new perfume;
  - Critiqued a number of TV, radio, print and outdoor advertisements;
  - Formulated repositioning strategies for a number of consumer products;
  - Prepared a study about the stereotyping of Arabs in the foreign media.
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### Computer and Language Skills

- Excellent command of both spoken and written English and Arabic
  - Fair knowledge of MS Word, Photoshop and Maya programmes
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### Personal Data

Date of Birth : September 30,1985

Place of birth: Cairo, Egypt

Nationality: Egyptian