

# Ali Emad

Assistant Lecturer | Marketing and Advertising | 5+ Years Experience



## Personal Details



Ali Emad



ali.emad.ali1994@gmail.com



01029780420 – 01122355109



Villa 1, 11/15, Samed West, 6<sup>th</sup> of October City, Giza Governorate

## Skills

Communication	●●●●●
Problem Solving	●●●●●
Student Engagement	●●●●●
Time Management	●●●●●
Research Skills	●●●●●

## Languages

Arabic	●●●●●
English	●●●●●

## Summary

Dedicated and enthusiastic marketing professional seeking an Assistant Lecturer position to contribute to student success and academic excellence. Possessing strong teaching, communication, and organizational skills, I am eager to apply my knowledge and passion for marketing to inspire and guide the next generation of business leaders. Proven ability to deliver engaging learning experiences, provide academic support, and contribute to the overall growth of the School of Business.

## Education

<b>PhD: Marketing</b> Faculty of commerce – Cairo University, Giza	Jan 2024 - Present
<b>MSc: International Business Administration</b> Sadaat Academy for Management Sciences, Maadi Cornish, C	Sep 2019 – Nov 2023
<b>BBA: Marketing &amp; Advertising</b> International Academy for Engineering and Media Sciences (IAEMS), 6th of October City, Giza Governorate	Sep 2012 – Jun 2016
<b>Digital Marketing Diploma</b> Core Academy, Downtown	Jan 2016 – Jun 2016

## Employment

<b>Assistant Lecturer – Marketing and Advertising department</b> International Academy for Engineering and Media Sciences (IAEMS), 6th of October City, Giza Governorate	Nov 2023 - Present
<b>Teaching Assistant – Marketing and Advertising department</b> International Academy for Engineering and Media Sciences (IAEMS), 6th of October City, Giza Governorate	Sep 2018 – Nov 2023
<b>Social Media Specialist</b> QHD for Media Production, Downtown	Mar 2018 – Sep 2018
<b>Co-founder / Marketing Specialist / Trip Coordinator</b> Blaze & Gaze, 6 <sup>th</sup> of October	Jan 2018 – Sep 2018
<b>Social Media Moderator</b> Digital Cloud, Maadi	May 2016 – Jan 2017

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## Research Experience

- Conducted comprehensive research on the impact of electronic word-of-mouth (eWOM) on consumer behavior in the Egyptian market.
- Investigated the relationship between eWOM dimensions, consumer purchase intention, and brand trust (published in MSA-Management Sciences Journal, 2023).
- Examined the moderating role of brand trust on the relationship between eWOM and purchase intention in the context of e-commerce sites (Masters' thesis, Sadat academy for management sciences, 2023).

## Publications

Abouzeid, W., Mahmoud, A., Mohammad, S. (2023). The Impact of Electronic Word-of-Mouth Dimensions on Consumer Purchase Intention and Brand Trust in the Egyptian Market. MSA-Management Sciences Journal, 2(4), 76-93.

## Internships

### Market Research Analyst Intern

AMI, Giza

Aug 2023 – Sep 2023

### Public Relations Agent

Egyptian Media Production City, 6<sup>th</sup> of October

Mar 2015 – May 2015