

Rania Samy El-Dakak
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Education

- Doctorate in Business Administration (DBA). The Arab Academy for Science & Technology Graduate School of Business (AAST), Alexandria, 2015.
- Master in Business Administration (MBA). The Arab Academy for Science & Technology (AAST), Alexandria, April 2007.
- Bachelor of Business Administration. The Arab Academy for Science & Technology (AAST), Alexandria, June 2003.
* **Major:** Marketing * **GPA:** 3.94 (Excellence with honors, ranked 2nd on the Marketing major)
- Thanaweya Amma Certificate, Alexandria Language School (ALS), Alexandria June 1999.
* **Graduation Grade:** 96.5% (Ranked 1st on the Literature section)

Work Experience

- **Teaching Assistant** *16th February, 2008 – Current*
“Arab Academy for Science, Technology & Maritime Transport”
Assisting Professors in teaching various marketing related subjects; as the Advanced Marketing “Graduation Project”, Marketing Research, Consumer Behavior, Public Relations, and Principles of Marketing through tutorials and office hours.
- **Assistant Lecturer** *15th September, 2007 – 9th February, 2008*
“Pharos University in Alexandria, Faculty of Business Administration”
Assisting Professors in teaching both; Management and Marketing related subjects through tutorials and by guiding & aiding students.
- **Marketing & Customer Service Analyst** *15th August, 2007 – 13th September, 2007*
“Andalusia Group for Medical Services”
Setting standards & procedures for conducting marketing activities in the Health Care field to be utilized by Andalusia’s group of Hospitals in Egypt and the Middle East including *“Al Salama Hospital”*, and formulating methods for automating the marketing process.
- **Marketing Manager** *15th November 2005 – 10th April, 2007*
“The New University Hospital”
Formulating the hospital's marketing plan, conducting constant internal and external research, communicating with current and potential customers, managing promotional programs, formulating a suitable positioning and branding strategy, developing the hospital's website and giving brief marketing sessions to Faculty of Medicine Professors upon request.
- **AMA Business Development Manager (Part-Time Job)**
“Association of Management Advisors” *Sept.2004- March 2005, August 2005- March 2006*
Assisting in the provision of marketing advice and marketing plans to client companies, keeping member students up to date with the association's activities, identifying students' needs to tailor workshops on such basis and coordinating training sessions and workshops.
- **Import/Export Agent & Executive Secretary** *10th April 2004 – 6th August 2004*
“International Engineering Office.”
The job demanded handling two different posts:
 1. **Import/export agent:** examining and filing invoices, bills of lading, and shipping statements, handling letters of credit and communicating with origin and destination locations regarding shipment status and shipping documents.
 2. **Executive secretary “engineering business”:** handling customers' queries, orienting customers with company products, pricing customer orders on custom-made software and managing local and foreign correspondences.

- **Executive Secretary "Center for Special studies and Programs" (CSSP),**
"BIBLIOTHECA ALEXANDRINA". *8th January 2004 – 6th April 2004*
 Filing daily procedures, managing local and foreign correspondences, handling memos and other written documents and aiding in the organization of BioVision Alexandria 2004 Conference.

Training & Workshops

- **High Impact Presentations, (2 - day training)** *October, 2015*
 Dale Carnegie.
 Learning the principles of high impact presentations through hands-on learning during the training session.
- **Open Minds Workshop, (3- day workshop)** *May, 2003*
Hosted by Unilever Mashreq & organized by AMA.
 Working in a problem solving environment, where we learned the essentials of team dynamics.
- **Advertising training track,** *April, 2003*
Hosted by Procter & Gamble & organized by AMA.
 Formulating an advertising campaign for sample products in a team work environment.
- **Marketing Research training track,** *26th April, 2002*
Hosted by Unilever Mashreq & organized by AMA.
 Analyzing and solving a marketing research problem in a team work environment.
- **Trainee in the Foreign Purchases Department,** *1 - 19 July, 2001*
SUMED Arab Petroleum Pipelines CO.
 Analyzing and evaluating foreign offers, managing local and foreign correspondences, filing daily transactions and entering data on the department's data base.

Skills

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|------------------------|---|
| Computer Skills | <ul style="list-style-type: none"> ▪ Word, Excel, FrontPage, PowerPoint and SPSS. ▪ Excellent knowledge of the Internet. |
| Language Skills | <ul style="list-style-type: none"> ▪ Perfect command of Arabic and English and fair comprehension of French. |
| Other Skills | <ul style="list-style-type: none"> ▪ Excellent interpersonal and communication skills developed through work experience, various group- work projects and workshops. ▪ Ability to work under pressure on a tight work schedule. ▪ Developed leadership skills through work experience and workshops. |

Certified Courses

- Software Engineering Computer Center (SECC), Introduction to Software Development Methodologies, Process Modeling, Data Modeling & Introduction to Quality Assurance Testing courses. *26 August 2007- 3 September 2007*
- Test of English as a Foreign Language (TOEFL). *April, 2009*
- Centre Culturel Français D'Alexandrie, French Language course. *5 August 2003- 14 April, 2004*
- Stafford House School of English, Advanced Level English Language Course, Canterbury, Kent, UK. *31 July 2000 - 11 August 2000*

Extra Curricular Activities

- Reading.
- Former member of Sporting Club's Squash team (*won various national championships*).

International Visits

- England, Holland, Paris, Turkey, Saudi Arabia, Malaysia and the UAE.
- Visited Cyprus, Roudis, Syria and Lebanon on a Mediterranean cruise.

Personal Data

- Date of Birth: October 10th, 1981
- Place of Birth: Alexandria

References

Furnished upon request.