



*Nerveen
H. Badr*

**INTERNATIONAL
OFFICER
&
PROFESSIONAL
WRITER**

CONTACT

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CAREER OBJECTIVES

To be an outstanding professional writer and communications officers, with varied experience. Collaborating in a higher education environment to support the advancement of higher education, as I seek an opportunity that is both challenging and rewarding environment where creativity is admired and innovative ideas are recognized.

EDUCATION

Faculty of Commerce,
Cairo University,
2011

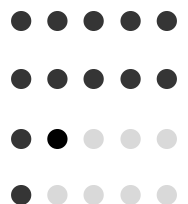
B.A. in Business
Administration
Major's degree: B+

Faculty of Arts, Open
University, Cairo
University, 2018

B.A. in English
Linguistics and
Translation
Major's degree: B+

LANGUAGES

Arabic
English
French
Latin



SKILLS

Corresponding and Communication	● ● ● ● ●
Students' orientation	● ● ● ● ●
Students Affairs	● ● ● ● ●
Events & Workshops Coordinations	● ● ● ● ●
Arranging lectures and classroom space	● ● ● ● ●
Facilitate visits of Foreign professors	● ● ● ● ●
Managing budgets	● ● ● ● ●
Copywriting	● ● ● ● ●
Content creation	● ● ● ● ●
Content migration & management	● ● ● ● ●
Marketing campaigns and materials	● ● ● ● ●
Team leading & management	● ● ● ● ●
Proofreading and Editing	● ● ● ● ●
SEO	● ● ● ● ●
Google Analytics	● ● ● ● ●
Google Adwords	● ● ● ● ●
Social Media Marketing	● ● ● ● ●
E-mail Marketing	● ● ● ● ●
Photoshop	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Computer and Internet	● ● ● ● ●
Blogging	● ● ● ● ●
Project management	● ● ● ● ●
Translation	● ● ● ● ●

HIGHLIGHTS

- **For Faculty of Commerce, Cairo University:**
- *Information & advice to the University community about the different international programs available within the scope of higher education.*
- *Using Promote and handle student and teacher mobility to and from foreign universities.*
- *Ensure all communications produced adhere to FOC brand and style guidelines.*
- *Translate, Draft, and Proofread international cooperation agreements.*
- *Report the presence of the Cairo University at international educational meetings, events, workshops, and forums.*
- *Develop, support, and promote The International Office goals, including message development, website and social media content creation, and media outreach.*
- *Develop and disseminate communication and public relations materials that increase FOC visibility.*
- *Write and edit brochures, feature articles, newsletters, proposals, annual reports, direct mail content, web content, and other communications.*
- *Develop supplemental materials such as biographies, backgrounders, and executive talking points, scripts, and presentations.*

- **As a Content Writer and Freelancer:**
- *Write and edit social media content, newsletters, blog posts, annual reports, direct e-mail content, web content, and other written communication materials.*
- *Utilize best practices and SEO to enhance the ease of access to digital content.*
- *Prepare and write reviews, web content and copyediting content.*
- *Report and cover book-related interviews, events, and blog tours.*
- *Convert story ideas into online content for The UNDP that support reports and true stories about the nourishment of refugees and other UN projects.*
- *Create social media campaign materials.*
- *Creating and implementing branding materials.*

PROFESSIONAL EXPERIENCE

**Assistant Director,
FOC, CU,
The International
Relations Office,
October 2017 -
February 2018**

- Re-Branding the office's logo.
- Representing the office of international affairs.
- Creating content for marketing campaigns, materials, the social media pages, website, marketing materials, and blog.
- Communication, Event Coordination, Marketing, and PR.
- Students' orientations, Affairs and guidance.
- Administrative Role and logistics.
- My previous IRO responsibilities (since founding the office).

**Content Marketing
and Communication
Manager,
One digital,
May 2017-
Sep 1st, 2017**

- Developed social media campaigns and content strategies, plans, and deliverables to meet business objectives.
- Developed creative ideas; figuring out how to produce and edit content in new, fun and engaging ways.
- Created and manage curated content lists, selecting the best daily stories, videos, and memes that match the content needs and interest of our target Clients.
- Worked in a fast-paced environment, collaborate with and assign tasks, graphics, curators, scriptwriters and video production teams to ensure timely, clean delivery of daily, weekly and monthly curated and original content.
- Discovered New Trends in the News and Media related to Entertainment and lifestyle.
- Planned and Managed the Digital Media assets of our brands (Social Media+Website) across multiple platforms to increase our fans growth and engagement.
- Established a social media KPI (Key Performance Indicators) metrics to determine the ROI of efforts.
- Monitored and delivered various Digital Marketing reports.
- Relationships built with potential partners.
- Overall management of the Digital Marketing team starting with planning the strategies and campaigns till the end of production and publishing cycle.
- Created effective content strategy with high engagement and user retention rate.
- Created the social paid strategy, which included high-performing campaigns with 15% CTR.
- Launched a user-generated campaign that reached more than almost 500K entries on its first day.
- Provided continuous feedback to the development team and created projects to increase social media engagement.
- Reached and increased in 3 months period:
 1. 5M organic reach.
 2. 1M new pages like
 3. 75k shares per post.

**Content and Social
Media Manager,
Carmen cubes,
Feb 2nd, 2017 -
April 2017**

- Freelance content and social media manager.
- Monitoring the Content Marketing team.
- Writing and Editing the social media strategy, and content calendar.
- Creating and Editing the web and social media content.
- Writing and editing scripts.
- Creating and managing the content strategies for various digital platforms.
- Writing and Editing Copy-written materials for various Marketing practices.

**Content and script
writer,
Freelancer,
Dec 2016 -
October 2017**

- TV series Scriptwriter for Captain Boy.
- Web content creator for Pink Taxi Egypt.
- Creating full content of Pink Taxi Egypt website (<http://pinktaxi.net/>) in both Arabic and English.
- Creating 8 pages (Including the landing page).
- Editing and Proofreading 8 pages (Including the landing page).
- Creating original ideas and posts for Pink Taxi Social Media.
- Creating ideas for sponsored Marketing campaigns.

**Digital Marketing
Specialist,
Jobzella,
Sep 28th, 2016 -
Feb 1st, 2017**

- Copywriter and content marketer.
- In charge of creating the content of both Jobzella blog and social media platforms.
- Planning, creating and publishing of Jobzella Marketing campaigns over the different digital platforms.
- Planning and creating SEO content for the website, mobile app, blog and social media.
- Moderating and publishing over the Social Media platforms.
- Writing and planning the E-mail marketing campaigns.
- Representing and speaking on behalf of Jobzella in the industry related events.
- Marketing Jobzella's services.
- Establishing partnership with iCareer and Entreprenelle.
- Planning and marketing Jobzella's first career fair.
- Proofreading for all Jobzella's related publications and marketing kit..

**Co-founder and
Assistant Director of
the International
Relations Office
(IRO), Faculty of
Commerce, Cairo
University,
January 1st, 2013 -
August 31st, 2016**

- 1. Branding
- 2. Representing the International Office concerning international affairs or events.
- 3. Communication, Marketing & PR
 - Creating content for the social media pages, website, marketing materials, and blog.
 - Provide writing and editing support for all IRO communication, including all promotional materials, press releases, written content, monthly newsletter, and reports.
 - Arrange, organize and coordinate with IRO's different events and activities.
 - Accompanying the visiting foreign delegations and heads of the exchange programs.
 - Manage IRO's email and other direct communication channels.
 - Manage internal communication tools and guarantee seamless communication between different internal parties.
 - Regularly feedback, insights gained from the community and social media monitoring into the management team, to help them evolve their strategies.
 - Manage IRO's online presence and develop content for outlets such as the website page, blog, and social media channels.
 - Live-cover IRO's activities and events on various online channels.
 - Manage presence on social networking sites.
 - Keeping all social media channels up-to-date according to schedule.
- 4. Academic Responsibilities:
 - Students Affairs such as maintain records for students intending to study abroad.
 - assisting students in their preparation for departure, and the pre-departure orientation.
 - Developing guidelines and designing relevant publications and announcements.
 - Responsible for handling the exchange and affiliation programs.
 - Representing the university and providing tours.
 - Establishing contracts, budgeting, and agreements with other universities.
 - Arrange lectures and classroom space.
- 5. Administrative Role:
 - Sorting out the post.
 - Answering the phone calls and inquiries.
 - Ordering office marketing materials and stationery supplies.
 - Translating, Typing and printing.
 - Filing.
 - Managing diaries.
 - Managing the office budget.

**Admin and Marketing
for MBA and DBA
Department, Faculty
of Commerce, Cairo
University,
Dec 1st, 2011 -
Dec 31st, 2012**

- 1. Marketing & PR:
 - Provide writing and editing support for all the department's communication, including all promotional materials, press releases, written content, monthly newsletter, and reports.
 - Arrange, organize and coordinate with the department's different events and activities.
- 2. Communication:
 - Manage the department's email and other direct communication channels.
 - Manage internal communication tools and guarantee seamless communication between different internal parties.
 - Regularly feedback, insights gained from the community and social media monitoring into the management team, to help them evolve their strategies.
- 3. Social Media and Online Presence:
 - Manage the department's online presence and develop content for outlets such as the website page, blog, and social media channels.
 - Manage presence on social networking sites.
 - Keeping all social media channels up-to-date according to schedule.
- 4. Administrative Role:
 - Sorting out the post.
 - Answering the phones.
 - Ordering office stationery supplies.
 - Translating, Typing and printing.
 - Filing.
 - Managing diaries.
 - Managing the office budget.

**Blogger, Seraphina Reads,
2008 - The present**

- Founder and Editor.
- SEO and Designer (Theme, coding, and back-end)
- Featuring and reviewing Middle-Grade books and Young Adult books.
- Writing on demand reviews.
- Covering book-related events.
- Covering Pop culture news and events.
- Writing different styles of content in order to cover book releases or book tours.
- Hosting Guest posts, book tours, and guest reviews.
- Planning Book Digital Marketing Campaigns over different digital platforms (Social Media, Blog posts, Newsletters).
- Monitoring the analytics and insights of the blog and campaigns performance.

**Digital Content Writer, Freelancer,
2004 - The present**

- Copywriter.
- Web content writer.
- Communication and Branding consultant and services.
- Writing services.
- Blogging services.
- Branding services.
- Social Media services.
- Helping Entrepreneurs and business owners in hiring their Digital Marketing team.
- Career, professional and writing advice.
- Helping you achieve your dream career.
- Young Adult and Middle-Grade book blogger.
- Responsible for post updates about my current reads and new books.
- Helping authors and publishers to promote their new books over the different digital platforms (Social Media, Blog posts, Newsletters).
- Planning, organizing, and leading books' related social media campaigns.
- Joining live books' promotional live tweets.
- Writing and editing books' reviews.
- Writing and editing books' and pop culture related content.
- Uses analytics and strategic planning to implement digital marketing plans for both authors and publishers.

SIGNIFICANCE PROJECTS

**Cairo International
Airport, FOC, CU,
2011**

- CRM AND POINT RATING SYSTEM

**Amazon,
FOC, CU,
2011**

- CRM, Online Feedback and customer services

**Aramex,
FOC, CU,
2011**

- CRM and customer relationship management

ACCOMPLISHMENTS

**Faculty of
Commerce, Cairo
University,
2013**

- Founding the International Relations Office

**EU ErasmusPlus,
Oct 2017**

- Certificate of attending EU ErasmusPlus workshop on "Fundraising for Higher Education"

**International
Telecommunication
Union,
Jan 2018**

- Professional certification as a volunteer content manager and editor.
- CERTIFICATE OF APPRECIATION for Web Content Migration and Online Editing.
- Issued by The International Telecommunication Union for my UN Volunteer work.

VOLUNTEERING EXPERIENCE

**English to Arabic
Translator,
The World Food
Programme,
Nov 2017 - Present**

- A Volunteer for the United Nations online program.
- Copywriting in Arabic.
- English to Arabic Translations for ShareTheMeal mobile App.

**Graphic Designer,
ALTA.
Nov 2017 - Dec 2017**

- A Volunteer for the United Nations online program.
- Boosting ALTA online and offline presence.
- Create new communication material.

**Content Writer,
International
Telecommunication
Union,
Nov 2017 - Jan 2018**

- A Volunteer for the United Nations online program.
- Content writing in English.
- ITUNews content migration project.
- Editing.
- SEO for the ITUNews website.

**Content Writer
(United Nations
Volunteer),
Love and Care for
People Worldwide,
Oct 2017 - Aug 2018**

- A Volunteer for the United Nations online program.
- Content and Social Media Team Lader.
- United Nations Volunteer for writing for the cause of Love and Care for People Worldwide.

**Content Writer,
The United Nations,
Oct 2017 - Present**

- Utilizing the power of content creation for PAAJAF NGO in Gbawe Ghana Africa to help to raise awareness and fund to sponsor development projects.
- Web content creator.
- SEO based content.
- Web content editor.
- Creating the content in different forms, for instance, blog posts, landing pages, PR etc.

INTERESTS



Social Media & Digital Devices



Creative Writing & World Literature



Searcher & Knowledge



Thought-Provoking Ideas & discussions



Reading & Books



Archery

PERSONAL INFORMATION

Date of Birth

- September 16th, 1987

Nationality

- Egyptian

Marital Status

- Single

REFERENCES

Prof. Wael Kortam

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Communication Engineer
TE Data
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CERTIFICATE OF
ACCOMPLISHMENTS

المكتب القومى لبرامج الامم
الاربعون للتعليم العالى



فريق خبراء تطوير التعليم العالى والمكتب الوطنى لبرنامج الاتحاد الاوروبى للتعليم العالى - جمهورية مصر العربية

شهادة حضور

بفيد فريق خبراء تطوير التعليم العالى بان

أ/ندى قنديل حسن

قد شاركت(ت) فى فعاليات ورشة العمل

"زيادة فرص التمويل الجامعى"

23 - 24 أكتوبر 2017 - القاهرة



د. يسر الشارب

المنسق الوطنى لبرنامج الاتحاد الاوروبى للتعليم العالى

د. هانى منكور

المنسق فريق خبراء تطوير التعليم العالى

CERTIFICATE OF ACCOMPLISHMENT



CERTIFICATE OF APPRECIATION

FOR

Neveen Hassan

Web Content Migration and Online Editing

International Telecommunication Union awards this certificate in recognition of your contribution to the Sustainable Development Goals.

17 PARTNERSHIPS
FOR THE GOALS



JAN 22, 2018



REFERENCE 678456880049

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