

Mohammed Rushdy

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EDUCATION

The American University in Cairo (AUC)

Bachelor of Business Administration, June 2021; Minor in Economics; GPA: 3.84 (GPA in Major: 4.0).

Highest honors awarded by management department. Awarded Scholarship of Academic Achievement. Dean's Honor List.

EXPERIENCE

Henkel

Marketing Intern

July 2019 - August 2019

Met with several business managers, negotiated and secured long term car rental contracts. Assisted CEO in developing long-term contracts with BP and British Gas as exclusive vehicle suppliers. Wrote many of the firm's business proposals and designed an advertisement launched on the back of a bank statement targeting Diners Club International members.

Marina Sharm Resorts

Assistant Sales Manager and Sales Representative

June 2018 - July 2018

Trained, supervised and monitored the progress of a sales team. Instructed other sales representatives on how to give presentations and close sales. Helped design marketing and sales materials. Organized client visits to properties. Contacted several prospects, set up meetings and gave sales presentations. Sold one property at a price of LE 250,000 and received a commission of 2.5%.

EXTRACURRICULAR ACTIVITIES

Undergraduate Research Conference

Featured Presenter

May 2019

Performed research on the conservation of Islamic heritage in Old Cairo through interviews with conservationists and comprehensive literature review. Wrote a scholarly article analyzing conservation problem and proposed viable, financially sustainable solutions. Presented research as featured presenter. Currently attempting to publish research in an academic journal and win the Ahmed Zewail Prize.

Procter & Gamble Brand Building Contest

Group Leader

May 2018

Led a group of five students; organized and coordinated work tasks and set deadlines for the development of a marketing campaign for the Pampers brand. Designed and coordinated the production of a semi-professional advertisement and presented the campaign at the contest.

PERSONAL

Fluent in Arabic and English; good conversational German. Proficient in computer skills. Traveled since childhood, attended several summer camps in USA and Switzerland and backpacked in Europe. Interested in history, politics, public relations and negotiation.

References Furnished Upon Request