

# Ahmed Monzer Firawi

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## Profile

As a dynamic marketing student, I value hard work, flexibility, and personal development. I see work experiences as opportunities for skill enhancement and financial responsibility. I strive to refine my communication skills and consistently brainstorm innovative solutions. I view every work experience as a valuable opportunity for personal growth and skill enhancement. My dedication and perseverance make me a valuable asset in any field.

## Experience

### **AUSTIN MACAULEY PUBLISHERS [MARKETING ASSISTANT] NOV 2024 – JAN 2025**

- At Austin Macauley Publishers, I successfully managed both B2C and B2B operations, building strong relationships with authors, libraries, and partners while leading impactful marketing initiatives. In my B2C role, I communicated directly with authors through phone and email, addressing their questions, sharing updates, and keeping them engaged throughout the publishing process. On the B2B side, I collaborated with libraries, businesses, and online platforms to promote books, negotiated partnerships, and I maintained detailed records in organized Excel sheets. One of my key achievements was leading a pop-up event project in Sharjah. I conducted site visits to Qasba and Waterfront Sharjah to evaluate foot traffic and visibility, ensuring the event was held in the best location. I negotiated with event organizers, created a detailed marketing plan, and managed kiosk design to reflect the brand and showcase selected books effectively. To attract and engage audiences, I introduced creative elements like a feedback wall, spin the wheel prizes, and branded giveaways. I also organized local author book signings and captured event highlights through photos and videos, creating engaging Instagram reels to boost online presence. This experience demonstrated my ability to combine strategic planning, creativity, and audience engagement to achieve successful marketing results and strengthen brand visibility.

### **SHARJAH ASSET MANAGEMENT [MARKETING INTERNSHIP] FEB 2024 – MAY 2024**

- Task 1: Before delving deeper, it was about how, as a marketing student, I should be familiar with a wide range of marketing words. I was able to learn all of them by using a word document that explained each concept.
- Task 2: As soon as I access the website of Zulekha Hospital, I have to determine its strength, weakness, threats, and opportunities. This is where a hospital SWOT analysis using GTmetrix comes in. As a marketing student, I took note of everything I saw and used one page of paper to write a SWOT analysis of Zulekha Hospital along with further details on the Instagram website.
- Task 3: I had to give a presentation regarding the Souq Al Jubail website using Power Point. I created a PowerPoint presentation that I had to give on, "What Is Souq Al Jubail?" since I had to access the website and make selections. What Is Sold at Jubail Market? The Souq Al Jubail logo. SWOT analysis, digital marketing strategies, and website development recommendations.

- Task 4: The trainer assigned me the duty of creating a PowerPoint presentation to talk about Souq Al Haraj after teaching me all there is to know about E-commerce, digital marketing, budget distribution, and web headers. Since it doesn't have a website, I had to make a PowerPoint presentation to go over all the information, along with suggestions and things to consider before building the Souq Al Haraj a website.
- Task 5: The trainer instructed me to create PowerPoint presentations about conducting strength and weakness analyses only, as well as the marketing strategy (STDP) and (4PS) to implement the strategy for five companies: (Taxi Sharjah, Souq Al Jubail, 1441 Restaurant, Souq Al Haraj, And Al Hasad) This was after he had given me more information about the SWOT analysis and the objective steps of the company.
- Tasks 6: During my marketing internship, I participated in various initiatives and received comprehensive training. One notable project was developing a new menu for Restaurant 1441 in Souq Al Jubail. Collaborating with chefs, food stylists, photographers, and marketing staff, we captured images for approval, ensuring only excellent images complement the brand image.

### **CITY UNIVERSITY AJMAN [SOCIAL MEDIA – CONTENT CREATOR] 2022 – 2024**

- During my time at university, I actively volunteered with the Media Club, playing a pivotal role in producing high-quality visual content for various university-related events, trips, and conferences. My responsibilities included filming, come up with new ideas and editing videos, ensuring that the final products were engaging and polished. I also took on the challenge of speaking in front of the camera, delivering greetings, introducing segments, and demonstrating my ability to communicate effectively on screen. In addition to my technical skills, I was responsible for promoting and presenting innovative ideas, which I strategically shared on social media platforms, including Instagram and TikTok. However, my prowess in leveraging these platforms led to significant engagement, with my TikTok videos exceeding one million views each on my personal account. This experience not only honed my content creation skills, but also enhanced my understanding of audience engagement and digital marketing, making me well-equipped to contribute effectively in any marketing or media-related role.

### **TOASTMASTERS INTERNATIONAL [LEVEL 3] 2021 – 2022**

- The Toastmaster's Club has enhanced my public speaking skills, built my leadership skills, maximized my potential, enjoyed unlimited personal growth, built my self-confidence and self-awareness, provided me with a competitive edge in the workplace, and trained me to write speeches and deliver PowerPoint presentations professionally in the workplace. Work and prepare in a group and work on communicating in a small, supportive environment.

### **COMMERCIAL AD AND MODELLING 2020 – 2024**

- I have gained diverse experience in the fashion and entertainment industry, including serving as the main actor in a Dubizzle commercial and participating as an extra in various music videos and films. I have walked in prestigious fashion shows such as Vie Fashion Week, Dubai Luxury Week, Music Fashion Week, and Fashion for All. Additionally, I have collaborated with brands for photoshoots, including Time Out, District, and B180. My digital content creation spans platforms like TikTok and Instagram, where I produce fashion-related videos and visual content.

## Education

- Bachelor of Business Marketing | 2020 - 2024 | City University Ajman.
- Workshops Certificates | 2022 - 2023 | In (Career success, Management skills through experiential learning, Organizational development through strategic HRM, Differential teaching, how to design your epidemiological study at a glance and modern strategies in contract management).
- Toastmaster International Certificates (Level 3) | 2020 – 2022 |
- High School Certificate | 2008 - 2020 | Al Shola Private School.

## Skills

- Proficient in MS Word, PowerPoint, and Excel
- Good Communication Skills
- Problem-Solving
- Leadership Skills
- Conducting Research
- Social Media Management
- Blogging/Content Creation
- Attention to Details
- Event Planning
- Public Speaking
- Creative Thinking and Idea Generation

## Languages

- Arabic (Native)
- English (Fluent)

## Interest

- Exploring Marketing Trends
- Learning and Exploring New Skills and Innovative Ideas
- Blogging/Content Creation
- Public Speaking and Event Engagement
- Event Planning and Coordination
- Cultural and Networking Activities