



Curriculum Vitae

Name: Basma Sayed

Title: Assistant Lecturer

Department: Advertising and Public relations

Qualifications:

- Bachelor's Degree in: Mass communications.
- Masters Degree in: **Mass communications, Cairo University – 2021**
- Department of Advertising and Public Relations- Grade A.
- Thesis title: **Elements that frame advertising message and its impact on the recipient emotional response and advertising recall “An experimental study by using neuroscience techniques”**

Career Hierarchy:

- Assistant Lecturer, Date: Feb/ 2022

1) Consultancy experience:

- **Social promotion consultant for Happiness window**, development association for psychological first aid. **Contract from Nov.2019 - Feb. 2020**
- **Development consultant** for social media team for **Golden House** for real estate marketing. **Contract from Oct. 2019 - Feb. 2020**

2) Project Manager at Media Plus, marketing communications agency that serves Gulf Market. Full time job from Dec.2018 – Sep. 2019

- Job responsibilities:

- Developing projects plans' starting from Pre-research to implementation stage (production- post production).



- Collaborating with internal teams to design, develop and implement the communication projects.
- Hiring, Leading and evaluating working team.
 - **Research experience:**
 - **A) Marketing communication Research Supervisor** for "MG Developments" real- estate Company. From March 2015 – Nov. 2018
 - **Job responsibilities:**
 - - Monthly insights report includes clients' attitudes toward the company, their opinions and recommendations.
 - - Customer profiling research that includes demographic characteristics, decision making requirements, and their media habits.
 - - Monthly competition report includes competitors' advertising performance (analytical report)
 - - Manage with research agencies in other qualitative and quantitative research needed.
 - **B) Team leader, Market researcher** for **INCOME Marketing Company** (It's a highly specialized company in the field of marketing consultation). **From Aug. 2010 – Aug. 2012**
 - **Job responsibilities:**
 - - Leading, training and evaluating the team.
 - - Reviewing and following up data collection process.
 - - Analyzing data (using SPSS).
 - -Writing the data analysis reports.
 - -Working at many projects in Egypt and Saudi Arabia in marketing, image and market researches.
 - **Other achievements (advertising and pr. Research):**
 - -Advertising analysis reports, collecting data, developing a methodology for analyzing ads for clients and their competitors, writing detailed reports and presenting results, provide the recommendations.
 - - Corporate Image reports, preparing questionnaires, reviewing data, Develop a methodology for evaluate an image for the customers, writing detailed reports and presenting results, provide the recommendations.
 - -Develop a methodology for evaluate each kind of prints to the customers.
 - **4) Communications and media production experience:**
 - A) Responsible for Media coordination at "MG Developments" real-estate Company.
 - **Job responsibilities:**
 - -Setting marketing communications plan for new project.
 - -Communicating with media houses to evaluate advertising placement chances.
 - -Following up with production agencies such as: Animation (saady gohar) in Blue Blue advertising campaign, and Yasser sami agency in social media video project.
 - -Advertising Copy Writing.
 - - Art direction and making montage for all corporate films.



- -Planning for CSR activities and communicating with NGOs such as :Ahl Misr and Mersal.
- B) Member at "**Handmade Studios**" for media production. 2014
- **Job responsibilities:**
- - Setup plans for marketing communications such as "Branding Plan"
- - Planning for social media activities and follow up these activities.
- - Preparing marketing presentations for our customers.

2: Training Courses/workshops:

- Humanitarian communication from **Université de Genève**. (On line course -2019)
- An Introduction to Consumer Neuroscience & Neuromarketing from **Copenhagen business school**. (On line course -2019)
- Film Production Diploma** (creative writing, video graphing and lighting principles, montage principles). (Provided by New York film academy graduates- 2016)
- **Leadership and coaching** skills for managerial level.(2017)
- Branding Provided by **Mr.Khaled Elsabagh, he is a Marketing director in Americana Group- (2010)**
- English Course from American University in Cairo / grade A.

4: Teaching Scopes:

- Communication Neuroscience.
- Advertising.
- Social Marketing.
- Advertising research.
- Marketing communications.
- Humanitarian communications.