

# Marwa Rakha

[www.marwarakha.com](http://www.marwarakha.com)

<b>Mission</b>	After recently being certified as a Media Business Consultant, my mission has broadened to encompass exchanging experiences, sharing knowledge, and impacting minds through my diversified activities.	
<b>Consultancy</b>	<ul style="list-style-type: none"> <li>• Media Business Consultant specialized in new media marketing</li> <li>• Marketing Consultant specialized in training and continuing education</li> <li>• Relationships and dating specialized in premarital relationships</li> </ul>	
<b>Professional Working Experience</b>	<ul style="list-style-type: none"> <li>• July 2007 – March 2008 Fairmont Hotels in Egypt (Cairo – Egypt) Director of Marketing Communications</li> <li>• August 2001 – May 2007 The Ritz-Carlton, Sharm El Sheikh (Cairo – Egypt) Director of Public Relations</li> <li>• August 1999 – August 2001 Sheraton Soma Bay (Cairo – Egypt) Public Relations Manager</li> <li>• March 1999 – August 1999 Pyramisa Hotel and Casino (Cairo – Egypt) Public Relations Manager</li> <li>• April 1998 – March 1999 PARFICO (One of the IGI companies - Egypt) Assistant Brand Manager</li> <li>• June 1997 – December 1997 Cairo Marriott Hotel &amp; Casino - Egypt Public Relations Coordinator</li> <li>• June 1996 – June 1997 Seagull East Zeit Petroleum Company - Egypt Administrative Assistant</li> </ul>	
<b>Academic Working Experience</b>	<p><i>School of Adult Education – American University in Cairo</i></p> <ul style="list-style-type: none"> <li>• Advertising instructor</li> <li>• Principles of Marketing instructor</li> <li>• Public Relations instructor</li> <li>• Integrated Marketing Communications instructor</li> <li>• Business Communications instructor</li> </ul> <p><i>Arab Marine Academy in Alexandria</i></p> <ul style="list-style-type: none"> <li>• Integrated Marketing Communications instructor - Alexandria</li> <li>• Marketing instructor – Alexandria</li> </ul> <p><i>Freelance trainer with:</i></p> <ul style="list-style-type: none"> <li>• Orascom Training &amp; Technology</li> <li>• The American Chamber of Commerce</li> <li>• Logic Consulting Group</li> <li>• FGF (Future Generation Foundation)</li> </ul>	
<b>Soft Skills Training Fields:</b>	<ul style="list-style-type: none"> <li>• Teamwork</li> <li>• Negotiation Skills</li> <li>• Time Management</li> </ul>	<ul style="list-style-type: none"> <li>• Customer Service</li> <li>• Presentation Skills</li> </ul>

<b>Other Working Experiences</b>	<p><b>Freelance writer with:</b></p> <ul style="list-style-type: none"> <li>• Enigma English Magazine – Since December 2006</li> <li>• Identity Magazine – Since January 2008</li> <li>• Campus Magazine – Since February 2007</li> <li>• Egypt’s Insight Magazine – Since March 2005</li> <li>• What Women Want Magazine – Since June 2008</li> <li>• E7na magazine – Since April 2007</li> <li>• The American Chronicle – Since February 2007</li> <li>• Global Voices Online – Since May 2008</li> <li>• Think Africa Press – Since December 2010</li> <li>• Correspondent with GRN (Global Radio News)</li> </ul> <p><b>Guest Speaker:</b></p> <ul style="list-style-type: none"> <li>• On OTV (Egyptian Satellite Channel) – Since January 2007</li> <li>• Nile FM – Since June 2008</li> <li>• Radio Horytna – Since June 2008</li> <li>• Dream TV – Since April 2009</li> <li>• Rotana Café – Since June 2009</li> <li>• Channel 2 – Since June 2009</li> <li>• MBC, ART, CH1, ESC, and El Hayat</li> </ul> <p><b>Author of:</b></p> <ul style="list-style-type: none"> <li>• The Poison tree – Planted &amp; Grown in Egypt (2008)</li> <li>• الدنيا خياراً (2010/2011)</li> </ul>
<b>Education</b>	<p><b>1992 – 1996 Faculty of Alsun, Ain Shams university – Egypt</b></p> <ul style="list-style-type: none"> <li>➤ BA English Literature / Very Good</li> </ul> <p><b>1997 – 1998 American University in Cairo (CACE)</b></p> <ul style="list-style-type: none"> <li>➤ Sales &amp; Marketing Certificate</li> </ul>
<b>Languages</b>	Fluent Arabic & English
<b>Personal Data</b>	Marital status: Married Nationality: Egyptian Date of birth: October 4, 1974
<b>References</b>	To be furnished upon request