

SUMMER INTERSHIP

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Personal Details

First Name : Amr**Last Name** : Abou Naem**Nationality** : egyptian**Second Nationality (optional)** :**Age Range** : 20-23**Gender** : Male

Address

Primary Address

Address Line 1 : 14 Gaber Ebn Hayan street - Dokki**Town / City:** * : Giza**Country** : Egypt**Email Address** : amr.hatem@20uses.com**Unavailable interview dates** : 04/28/2014,05/01/2014,05/05/2014,05/08/2014,05/12/2014,05/15/2014,05/19/2014,05/21/2014,05/22/2014,05/23/2014

Career Choice

Business unit : Mashreq**Function choice** : Marketing**Second Function Choice** : Customer Marketing and Customer Development

Further Education

University : German University in Cairo**Faculty** : Management Technology**Major / Department** : 1st Marketing, 2nd Economics**Graduation Year** : 2014**Degree/GPA** : 1.87

Secondary Education

School Name : *Misr Language Schools**Dates From - To** : * 2007 - 2010**High School Certificate** : *Thanaweya Amma

Language Competency

English

Comprehension : Competent**Speaking** : Fluent**Writing** : Fluent

Arabic

Comprehension : Fluent

Speaking : Fluent

Writing : Competent

Work Experience

Please give details of any work you have undertaken, indicating whether full-time, part-time, vacation work or industrial training etc (most recent positions first).

Dates From - To : 07/01/2013 - 09/30/2013

Employer : Preparing a marketing brief, writing a marketing plan, Market segmentation and analysis, integrating online and offline marketing strategies, digital marketing, copywriting in English and Arabic. (Full Time)

Responsibilities : 20 Uses Marketing Consultancy -

Interests Activities

We are interested in what you do / have done outside your academic work.

Please record your non-academic interests and activities stating whether at school, college, university or elsewhere. Record any positions of responsibility you have held in any aspect of your life. (300 word limit imposed) *

• AIESEC GUC: o Previous Finance member then switched to Communication and Information management function. Internships and Workshops • Completed a 1 month training at SAIB (LC and LG department, certificate available) • Completed a 6 week training at HSBC (Finance department, certificate available) • Attended a short training for room servicing in Pyramisa (No certificates acquired) • Attended a Project Evaluation Workshop among the German University in Cairo research cluster directed by Dr. Noha AbuBakr (Economic and Financial viability tests) • Worked as a karate coach for juniors at the Eastern Company Club, Giza, Egypt since May 2013. • Currently a drummer in an oriental rock band entitled Code Masr

These questions tell us something about how you respond in challenging situations. Please answer them using examples from your experiences in academic, social or working life

1. Please tell us about experiences and people that have over time shaped your decision to consider a management career within Unilever and in your chosen function in particular. What efforts have you made to test out your choices?(300 word limit imposed) *

I honestly came across this summer internship vacancy through my university mail which I did not hesitate to give a try. It is me and only myself who shaped the decision to apply for such a position that matches my field of study.

2. Using an example of a time when you were in a new environment and had to achieve a task, please describe a) how you established and used a network of contacts, and b) how you set about influencing people, to help you achieve your task. (500 word limit imposed) *

a) During my membership in the Finance department in AIESEC GUC I was assigned some logistical tasks. One of which required assembling a list of land agents for incoming interns as well as finding transportation for a local conference. To perform the former I cooperated with my team mates and fetched landlords where they resided. I had to negotiate our activity requirements and stayed in touch with them for later reference. Concerning the latter task I had to look up several numbers and separately call and negotiate with each transportation manager at the transportation firms also by cooperating with my team mates. b) I employed communication and negotiation skills to communicate with the target persons while cooperation and teamwork were on the other hand the way I dealt with team mates at AIESEC and in any other aspect in my life.

3. Tell us about an occasion when you have taken the initiative to learn and develop yourself in significantly new ways. Why did you want to do this, what did you do and what was the result?(300 word limit imposed) *

I decided to take a post at the Eastern Company Sporting Club as a Karate instructor for kids. It was a rich and flourishing experience for me. I perceived leadership and teaching in many different ways. I wanted to take on this opportunity to prove competence and see how good it feels to bring up those kids and implant the art's ethics and etiquette in them rather than merely teach them some moves for the sake of championship or fame. I capitalized on my long years of Karate practicing and added a little independence and creativity. I tried to get to the kids' minds and understand their needs and triggers and finally could develop their devotion to the martial art and myself as their friendly instructor. The result was their qualification to a higher belt.

4. Tell us about a time when you saw the opportunity to really make a difference for the future of an activity, team or organization. What did you do, what obstacles did you overcome, and what happened as a result? (300 word limit imposed) *

It was when I observed sluggishness among my research group at the university so I decided to motivate my colleagues and try to help them for the sake of the public interest. The result was a fair performance and a good final grade on our project in the end.

5. Tell us about a time when you have had to analyse and understand a complex situation in order to make decisions and put a plan into action. What did you do and what was the outcome? (300 word limit imposed) *

This could slightly relate to my experience with the Bachelor's dissertation when I had to figure out my own way to build my paper without any supervision or guidance. I had to refer to several similar research papers and, accordingly, come up with my own style in writing and organizing the paper to flow simply logically. Although the professor doubted that I was the one who wrote the paper, I managed to prove the opposite and probably got the highest grade in my class. (proof available)

General

Please give details of any military service requirements, with reasons for any exemptions claimed. If you have completed your military service please state when. If you have answered Exempted above, please specify the reason you were exempted.

I could fall under "The one that looks after a divorced mother". I should attempt asking for my exemption from September to December

Do you have any health problems that could affect your future employment? If yes, please specify:

Do you have any relatives in Unilever NAME? If yes, please give details:

Is there anything that has not been covered that you would like to mention? Are there any personal considerations that may be relevant to your application?

Expected graduation certificate date: 9/2014 Currently working on my Bachelor Thesis entitled: "Consumer attitude toward mobile advertising", in case that would be of any help.

Have you applied to Unilever before? If yes, what did you apply for:

Have you attended a Summer Internship in Unilever before? If yes, please provide details:

Year :

Line Manager Name :

Have you attended/participated in any event/activation held by Unilever in the last year (e.g. Lecture, workshop, competition)? If yes, please provide details

Have you attended/participated in any activity held by other companies in the last year (e.g. internship, competition, workshop etc)? If yes, please specify

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