

SUMMER INTERSHIP

[Home](#) [Applicants](#) [Results](#)[Home Page](#)

View Application

[Close](#)

Personal Details

First Name : Hesham
Last Name : Elorabi
Nationality : egyptian
Second Nationality (optional) :
Age Range : 20-23
Gender : Male

Address

Primary Address
Address Line 1 : 13 Hussein Abo Zad off El Haram street
Town / City: * : Giza
Country : Egypt
Email Address : hesham.ibrahim.alorabi@enactus-cu.org
Unavailable interview dates :

Career Choice

Business unit : Mashreq
Function choice : Marketing
Second Function Choice : Logistics, Planning & Procurement

Further Education

University : Cairo University
Faculty : Commerce
Major / Department :
Graduation Year : 2016
Degree/GPA : Pass

Secondary Education

School Name : *Om El Abtal experimental langue school
Dates From - To : * 09/15/2009 - 09/15/2012
High School Certificate : *92.5%

Language Competency

English

Comprehension : Fluent
Speaking : Fluent
Writing : Competent

Arabic

Comprehension : Fluent

Speaking : Fluent

Writing : Fluent

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 - 09/01/2013

Employer : Summer Training at the Customer Care Department: We rotate across 7 departments of the Customer Care including the Customer experience which related to the Marketing Where we make a SWOT analysis On the Three telecommunication companies to Know our Competitors well , and what we shall do exactly to ensure a Good Customer experience and to Maintain a Good CRM. Our Work in the Customer Care Department was Mainly about how can we handle the Customer and ensure their satisfaction , I dealt with Different level of Customers (High , Premium , Platinum and Corporate). And then I made a Presentation in front of the Supervisor of the Department About the outcome of our work.

Responsibilities : Vodafone

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) *

Extracurricular Activity: Enactus Cairo University (Formerly known as SIFE) -Vice head of Fundraising Department (September 2013 to Present) Leading the Fundraising Department in order to ensure all Monetary and non-Monetary resources Through dealing with Sponsors and Organizing events. -Marketing team member (January 2014 to Present) To Make Market Researches , Marketing plan and Promotional plan to Our Products in order to Enter the Market and to Market the Organization as a Value Proposition. -Marketing Delegate at COMET Working on a case study Where we Build a Brand from the Scratch starting from the Strategic planning passing by Market Researches and Promotional plan. Project leader at Tamayouz Organization: Project leader in a Project Management Training where we worked on an ongoing Project for "Health care".

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) *

The experience That shaped my decision to consider a Management Career is "My Work at Enactus" My work there learnt me a lot about the Management , leadership and Marketing. And the experience that makes me Chose Unilever in Particular was: When I knew that Unilever is one of Enactus Worldwide Sponsors and Then I began to read About it and What inspired

me is when I knew about the "QUEST" Competition that Unilever held then I realized how much experience I could get from my working there. And in my Chosen function: when I joined "COMET" as a Trainee I learnt a lot about Marketing that makes me Love this field as Building Brands , the way you can Position your brands in the minds of the people , The Promotional plan to get the Customers to know you and your Product , The CRM , The Marketing Researches to gather the information about the Market and your Competitors Passing through all of this made me Love the Marketing Field and Put it as my dream Job. And One of the people who inspired me to Join Unilever as a Marketeer is "My Brother" When he talked with me about the Marketing and How much Unilever Manage most of the Products we Know and all of this can be made by the Marketeers there. and I Test This through my work at "Enactus" "COMET" Where we successfully Built Brands from Scratch.

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) *

It was when I firstly Joined "Enactus" I had a task to get a 10 Direct Contact of Managers in Companies So I had to use my network I started to call my Friends and my relatives that work or know someone who work in a any Company , I gets to know new people like my Friend's relatives and The assistant of my ex teacher I passed by the center and I Introduced myself and talk to him about "Enactus" and what we do Then I get from him 2 Important contacts and I established my Profile in linkedin and I started to expand my Network and finally I got the 10 Direct contacts. Regarding Influencing people: Inside Enactus I build a Network of people some of them were Alumni and I Talked with them about the Importance of this Task In order to Approach Sponsors so they helped me to achieve it.

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) *

It was when I decide not only to develop my self through attending Training and Practical work But I start to read Books to expand my Knowledge I Read " How to win friends and Influence people" Because I want to Expand my Knowledge and to Know how to deal with Different Personalities this will help me a lot in my work. After reading this Book I Learnt how to give feedback not to Criticize , How to deal with things from the Other's point of view and how to influence people to do what you want. I got an outcome after that it was When I solve a Communication Problem between me and my Partner in Work We made a feedback meeting and we started to mention all the negative things that makes this Miscommunication and we put a way of communication between each others and we put rules to solve any upcoming problem.

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 was Planning to make an Event in "Enactus" to be a Concert then the Obstacles is that we don't have enough money to be used as an Investment and then The exams becomes on May 3 and the event was planned to be on may 7 so We can't make it and there is no time for Promotion So I met with my team and firstly I motivated them because that's totally out of our hands and then we Brainstormed to put a Plan "B" We decide to Firstly make a Small event on May 23 after the end of the exams of the Theoretical Faculties and for the Practical ones this date and till May 29 is a Vacancy for the Presidential elections so We decide to make it on that date and to Use the Profit to be a seed money for the Concert which will be at the end of all exams in the Opening of one of our Projects. As a Result we are now contacting the agencies to Organize this small event "a Trip" as its a need after finishing the exams. We contacted some Bands for the Concert and we got some Approval from them. And we got the Venue and We put the Action plan. And what we wait for now is the date of the Implementation.

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) *

It was when I was a Member Fundraising I am still not the leader I have to make an analysis to know why we didn't get Money from the Previous Year then I started to make the Analysis And I notice the following: We didn't concentrate on the Events which can get us a lot of money We didn't concentrate on the Service we only approached sponsors for Money. We didn't have enough manpower And we didn't focus on Grants so in the next Year when I become the Leader of Fundraising Department Firstly I recruited a team of 20 Members and two divide the Fundraising department into Two sub teams "General Sponsors" and "Events" In order to focus our efforts on the Events And we focus on Applying in Grants Then the outcome was: We ensured Five Sponsors Give us Free Materials like : Printings , Catering and Services The Revenue of those kinds is:100,000 EGP Organizing a Small Event that ensured 10,000 EGP and working now on an Event to ensure for us 50,000 EGP

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.

Exempted "Still Studying"

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

No

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

No

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?

No Thank you

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

I Applied for the "QUEST" Only.

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

Event Name/Type : Internship

Date: (MM/YY) : 07/13

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

Company Name : Vodafone

Event Name/Type : Internship

Date: (MM/YY) : 07/13

Powered by **ANNSYS Technologies**