

SUMMER INTERSHIP

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Personal Details

First Name : Karim**Last Name** : El Menyawi**Nationality** : egyptian**Second Nationality (optional)** :**Age Range** : 20-23**Gender** : Male

Address

Primary Address

Address Line 1 : Nasr City**Town / City** : Cairo**Country** : Egypt**Email Address** : karimbrahim@aucegypt.edu**Unavailable interview dates** :

Career Choice

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

Further Education

University : American University in Cairo**Faculty** : Business Administration**Major / Department** : Marketing**Graduation Year** : 2015**Degree/GPA** : 3.4

Secondary Education

School Name : *Modern American School of Egypt**Dates From - To** : *04/24/2014 - 04/24/2014**High School Certificate** : *American Diploma

Language Competency

English

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

Arabic

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

French

Comprehension : Basic**Speaking :** Basic**Writing :** Basic

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 :** 01/05/2014 - 02/06/2014**Employer :** • Handled personnel admin work • Arranged Interview sessions • Handled employees leaves • Constructed company's organizational structure • Won the Schneider Green City Competition**Responsibilities :** Schneider Electric Egypt (Vacation Work)**Dates From - To :** 06/02/2013 - 08/15/2013**Employer :** • Organized sales visits • Scouted for potential customers • Made appointments to meet new and existing customers as well as holding real state presentations.**Responsibilities :** AMER Group (Part time)**Dates From - To :** 08/05/2012 - 08/24/2012**Employer :** • Responsible for meeting clients and alluring them to acquire the company's engineering products.**Responsibilities :** PIONEERS Scaffolding & Formwork Co (Vacation Work)**Dates From - To :** 08/14/2011 - 08/18/2011**Employer :** • Received a short training in the sales department on the general aspects of collecting and reporting sales.**Responsibilities :** Al-Hayat PEPSI bottler (Vacation Work)

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) ***

Organization's Committees Executive, Junior Enterprise Consulting , AUC May 2013 - Present. • Recruited highly qualified committee Heads . • Trained, and leaded the team • Organized a successful awareness, and members recruitment campaign. • Organized a soccer tournament on Campus. • Organized a Consulting case study competition. Peer Leader, First Year Experience, AUC June 2013 - Present. • Organized the students orientation program. • Mentored and assisted freshmen through their transitional period. Fundraising Head & Co-founder, Junior Enterprise Consulting, AUC March 2013 - June 2013 • Founded the student organization with the help of my colleagues. • Recruited highly qualified members for the team. • Trained, and monitored the team, composed of 13 members. • Raised around EGP 50,000 for the organization. • Organized an entrepreneurial awareness event called "Inspiring Egypt". Marketing Advisor, Model Business Association, AUC October 2012 - December 2012 • leaded and supervised the Marketing committee, composed of 21 members. • Publicized for the Case study competitions and Workshops. Fundraising Member, Enactus, AUC. April 2012 - May 2012 • Used skills of rapport, negotiation and persuasion in order to raise funds for the projects. Public Relations Member, Student Union, AUC. April 2012 - May 2012 • Planned, developed and implemented PR strategies for '12 AUC Carnival. Member, RED camp AUC April 2012 - December 2012 • Campaigned at the AUC '12 senate elections seats • Campaigned at the Student Union Presidential elections *Graphic Designing (Photoshop) & Music Production (FL Studio).

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 apple doesn't fall too far away from the tree they say. As with my situation where my father/inspiration embedded an early fascination for the managerial sector in general by always keeping me close to his line of work and teaching me along the way. During my college years, constant discussions with Unilever managers at our job fairs ignited special appreciation for their deep understanding of their job field, as well as their held pride in their work. This alongside other older colleagues' positive remarks who previously participated in several competitions made it clear to me that Unilever is the place to begin and continue my professional career at. And in an attempt to get a taste of the professional world, I took on many Job shadowing sessions as well as internships at several companies to assess my strength in relation to my potential. And here I am again out on an effort to further improve my skills, and attempt to add value at Unilever through this internship.

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) *

Recalling an interesting incident during my Sophomore year of College where I worked as a Fundraising Member at Enactus scouting for sponsors to fund our annual concert. I was able to land on a meeting with one of the representatives at PEPSICO via their official customer care line to discuss a sponsorship plan. After preparing the benefit pack and upon reaching the company I was shocked to find out that the person whom I arranged the meeting with didn't exist in the first place! In desperate need for funding I had to find a way to reach an appropriate representative, despite being restricted to further enter the offices area. After making friends with security guards and shrewdly interrogating them, I found out the appropriate marketing representative's name (Maha Amin), and was able to get hold on her number. After several attempts of failed calls I was still not willing to give up. In another innocent attempt to enter the offices area, I asked the security to go to the toilet, but instead I made a little detour upstairs to the offices area where I finally found her and sealed the deal! (I explained to her the full story, and had a good laugh about it and no one was harmed in the course of this event).

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) *

Unfortunately, as I've grown up and due to different life events I developed a shy and introverted personality which I wasn't content with. However such deep marked personality wasn't easy to change. Upon entering University I realized that with the strong labor competition nowadays, such a frail character wasn't going to take me far; therefore I was determined to change it. I began pushing myself out of my comfort zone by taking public speaking classes, signing up for any interviews just to develop my skills, and joining student organizations to acquire leadership and communication skills. I started working out, reading self-improvement books, and forcing myself to burst out my bubble by engaging in group conversations, and making new friends. And thankfully, here I stand, a confident man able to take on any challenge the world throws at me.

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) *

During my late freshmen year, myself along other colleagues, realized a gap within the student organizations available on campus. There were different organization covering various topics, except for a very important one; "Consulting". Now adays, Consulting is an extremely flourishing career, and must be developed within early years, therefore we set out to initiate "Junior Enterprise Consulting". Receiving approval from university was hassle, but we persevered. And even after that, as a new organization we faced problems within recruitment, funding, and exposure. But thankfully during my first semester as the "fundraising head", I was able to raise around 50,000 Egp which were the base for all the events I was able to hold the following year as the "Organization's committees Executive" (alongside my team of course). We started from scratch, and today we were able to successfully position Junior Enterprise Consulting on campus, gain exposure, and hold out successful events.

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) *

During my year as the "Organization Committees Executive" of Junior Enterprise Consulting, we faced a problem that our Graphic designer wasn't up to par. And the dilemma was whether to take the decision to either: 1- Let Her Go and replace her myself as I've been graphic designing since the age of 16. 2- Keep her and assist her myself with designing. The problem with decision "1" was that it would decrease the whole team morale, and distract me as the OC Executive. And the problem with decision "2" was the fact that interfering with the committee Head's work may cause many clashes. Therefore, after deeply analyzing and weighing the options I decided to enroll our graphic designer with an intensive graphic designing course which immediately paid off within weeks, and our publications material were improved.

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.

Postponed due to University education.

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

None.

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

None.

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?

At the age of 16 I self taught my self graphic (Photoshop) designing through trial and error, as well as random you-tube tutorials. And after mastering the program I also began learning music production (FL studio).

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

No.

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 : Career Day

Date: (MM/YY) : 02/14

Event Name/Type : Internship & Competition(won)

Date: (MM/YY) : 01/14

Event Name/Type : Internship

Date: (MM/YY) : 06/13

Event Name/Type : Internship

Date: (MM/YY) : 08/12

Event Name/Type : Training

Date: (MM/YY) : 08/11

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 : none

Event Name/Type : Career Day

Date: (MM/YY) : 02/14

Company Name : Schneider Electric Egypt (Vacation Work)

Event Name/Type : Internship & Competition(won)

Date: (MM/YY) : 01/14

Company Name : AMER Group

Event Name/Type : Internship

Date: (MM/YY) : 06/13

Company Name : BONEERS Scaffolding & Formwork Co

Company Name : PIONEERS SCANNING & FORMWORK CO

Event Name/Type : Internship

Date: (MM/YY) : 08/12

Company Name : Al-Hayat PEPSI bottler

Event Name/Type : Training

Date: (MM/YY) : 08/11

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