

SUMMER INTERSHIP

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Personal Details

First Name : Nourhan
Last Name : El Saraf
Nationality : egyptian
Second Nationality (optional) :
Age Range : 20-23
Gender : Female

Address

Primary Address
Address Line 1 : flat 31, bulding 17, group 13, Madenty
Town / City:* : Cairo
Country : Egypt
Email Address : nourhanessam@aucegypt.edu
Unavailable interview dates :

Career Choice

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

Further Education

University :
Faculty : Business
Major / Department : Business Adminstration
Graduation Year : 2014
Degree/GPA : 3

Secondary Education

School Name : *MLS
Dates From - To : * 09/01/2002 - 06/30/2009
High School Certificate : *Thanaweya Amma

Language Competency

English

Comprehension : Fluent
Speaking : Fluent
Writing : Fluent

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 : 06/1/2013 - 06/30/2013

Employer : • Conducted market research on some Nestle products "Nido, Nesquick & Nestea" and their competitors. • Presented the analysis of the market research through a PowerPoint presentation. • Brainstormed Advertising ideas for Bake-Rolls and Molto.

Responsibilities : FP7/CAI

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) *

I shared in different activities at AUC; Academic & Representation Chairperson, AUC Student Union 2012-2013 Real Life conference Vice President, AUC Student Union Academics and representation committee, 2011-2012 Marketing Public Relations delegate at ICGE "The International conference at Global Economic" 2010-2011 Head Catering at Real Life conference, AUC Student Union Academics and representation committee, 2010-2011 Logistics and public relations member, Theater and Film club 2010-2011 Sales member, AUC carnival 2010-2011 Fundraising member, AYB "Alashanek ya Baladi" 2009-2010 Sales member, AUC carnival 2009-2010 Public Relations member, SAC "Students Awards Ceremony", AUC Student Union Academics committee 2009-2010

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) *

Actually, I have always heard about Unilever as one of the leading companies in the region. When I have met Unilever representative, he has told me about the career style and how much the company is investing in its employees. So I got really interested and willing to be one of its employees in the future. Also, joining the internship summer program will be a great opportunity for me to know more about the company and what exactly it does, and will improve my skills and qualifications as well throughout interacting with professionals during work and learning from them.

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) *

Honestly, I didn't work in a new environment before but the following situation can be related. Last year, I was the Student Union Academic & Representation Chairperson, as the university was closed because of the strike we had for a couple of weeks, we weren't able to do our actual work that and agreed that we will cancel some projects as we were getting closer to the mid of the semester. I had to start a project called peer to peer which is divided into 2 parts; advising and tutoring. Actually as I was running out of time and I was asked to cancel this project and start it during the spring semester at the beginning of the year and suddenly I was asked to start it with 2 weeks. Actually, most of my team members had no experience and I had to start the project within 2 weeks so I had no time to train them or recruit. I have made my team work on the operational part and I started contacting my friends and any one I knew who is interested in assisting and I have got 17 people within a week to work on the advising process. Also, as I was a part of the CARE council, I had some contacts with some people working in the advising center that I talked to and gave us the information needed about the 4/5 year plan of each major. For the tutoring part, we have asked all the professors we know to give us the contacts of their assistants and also went to the departments and contacted some others personally and asked them to extend their hours and gave us a schedule with their free times which we have announced through emails, flyers and the student union information desk.

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) *

One of the most significant areas of my life in which I took the initiative to develop myself is when I became Real Life conference Vice President. It was my first time to hold a position and be responsible for a team of members that I have to develop and teach them how to work. So at this time I needed to develop myself in order to be a good manager and leader to achieve the goal of the organization. So as I was planning to apply for this position few months ahead, I started attending leadership and project management training and also started noticing how people lead and actually took the leader position in 3 of my academic projects as a practice for allocating tasks, following up with the rest of the group members, assisting whoever needs help with his work and compiling the work at the end to make sure that everything is on track. So, I have learnt a great deal about management at that time and how to be motivate as I was always trying to motivate whoever got depressed when we still have some work that needs to be done and we were running out of time. Actually, I have enjoyed what I was doing, and we have done good projects, so this has encouraged me to apply for the vice president position.

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) *

When I was the Chairperson of Academic and Representation committee in the student union, I was a member of the CARE council "University Council of Advising, Registration & Enrollment". This council consisted of faculty and professor representatives from different departments to discuss the problems we have regarding advising, registration and enrollment and find solutions to them. The problem we have is that the students are not able to register in the courses they want or have to take and that the advising process is not done properly and it is just done to remove the advising hold so the students can register their courses during the registration period. So I suggested a system to be created where all the advisers can add all the courses that each student is supposed to take the following semester, so at the end of the advising period, the registrar can know how many students want to register what courses and according to this they decide on how many sections they open for each course. They got convinced with my idea and in fact the university IT people started working on it but they will start it on a small scale with the undeclared advising center to test it first hopefully by the start of next year.

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) *

Last year, when I was Real Life conference Vice-President, at the end of the year we had our 3 days conference followed by the closing ceremony at the last day of the conference. We had agreed on specific time schedule for the conference and depending on this we were planning for the closing ceremony. In this conference we had 8 companies sharing. The problem was that 3 of the companies wanted to make their conference earlier and informed us 2 or 3 weeks before and we can't split the conference as all the companies should be together. So as I was responsible for the organizing committees, I divided my team into 4 parts; some started meeting the companies and negotiate with them to make their conferences earlier with the other 3, the 2nd was contacting the students who are attending the conference to inform them with the new date, the 3rd was responsible for reserving new rooms and labs for the conference and a hall for the closing ceremony, and the 4th one was responsible for preparing for the closing ceremony preparations; logistics and catering. The conference was held at the new earlier time but with a lower attendance in some sessions with exception to one council whose company couldn't change the time so we have conducted its conference after the closing. And the ceremony was held with good preparations.

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.

No

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

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

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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