

SUMMER INTERSHIP

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Personal Details

First Name : Salma**Last Name** : Elzarka**Nationality** : egyptian**Second Nationality (optional)** :**Age Range** : 20-23**Gender** : Female

Address

Primary Address

Address Line 1 : Elebrahimia - 38 Asha street**Town / City:** * : Alexandria**Country** : Egypt**Email Address** : salma.elzarka@gmail.com**Unavailable interview dates** :

Career Choice

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

Further Education

University : Arab Academy for Science and Technology**Faculty** : College of Management & Technology**Major / Department** : Marketing - Business Administration**Graduation Year** : 2015**Degree/GPA** : 3.9

Secondary Education

School Name : *Gwendolyn Brooks - Aroura, Illinois, USA**Dates From - To** : * 1999 - 2001**School Name** : *EGC - Alexandria, Egypt**Dates From - To** : * 2002 - 2011**High School Certificate** : *General Certificate of Secondary Education

Language Competency

English

Comprehension : Fluent

Speaking : Fluent

Writing : Fluent

Arabic

Comprehension : Competent

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 : 1/7/2013 - 31/7/2013

Employer : Summer Trainee

Responsibilities : HSBC

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) *

1-In AIESEC Alexandria which is an international not-for-profit organization present in 113 countries that is concerned with leadership, self-development & global community development internship programs for youth. I've been in AIESEC for 2 years and held several leadership positions which had a great role in shaping my career & personal skills. My positions were:- * Talent Management Team Member (July 2012 to Dec 2012) * Education & Training Manager (Jan 2013 to June 2013) * Specialized Unit Vice President of Marketing in AAST (June 2013 to Dec 2013) and currently I'm officially an AIESEC Alumnus. 2-In Rotaract Alexandria El-Nozha. I was a guest for 6 months in 2012 working on several charity related projects, events & activities. It is a service, leadership and community service organization. 3-In Alexandria Model European Union (MEU) which was a project of the non-profit organization called Step-Up. This project was a unique simulation of EU decision-making and politics. I participated in it in 2012 for a few months but I didn't continue till the end because I had to urgently travel to London with my sister.

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 had to choose whether to continue in finance or marketing major. The efforts that I made were that I applied for summer internship in HSBC and spent a month there where I knew more details about this career and its outcomes. At the same time I held a marketing position in AIESEC where I discovered my potentials and showed great successful results. This helped me choose my major in college and start taking action steps towards shifting my career towards marketing and not considering finance anymore. In addition to participating in The Quest competition in November 2013 which gave me a more closer insight and knowledge about Unilever. That made me consider a summer training at unilever as one of the top goals of my list that will give me the experience I need in this period of my professional life. This internship would provide me with the opportunity to expand my skills in my field by applying what I've studied to real life as well as giving me great experience to support me in my career.

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) *

During my 6-month term as Education Manager in Talent Management in AIESEC Alexandria which relates to Human Resources function, I was in charge of this position although I hadn't applied for it but was selected in it according to my skills, potentials & areas of development. It was my first position as a leader over 10 members in which I had several functional goals to achieve including to ensure the development of the 10 members under my leadership, as well as setting a detailed plan for all the goals to be achieved and putting the plan into action. I started working with my team getting to know them more & bond with them personally in order to understand the areas of development of each of them and what tasks should each of them be performing in order to develop, and consequently these tasks will contribute to achieving our functional goals of Training & Educating all members in the other 9 functions of our organization. At the end of the term I successfully achieved 80% of the required functional goals & I built a strong relationship with my members which affected me personally in which they considered me as their mentor that helped them on the personal & professional level to develop, and I still have a friendly relationship with them in which they come back to me for supporting them in taking important decisions in their lives.

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) *

1) Participating in the Model European Union:- "The Why: because I hated politics and I had no general knowledge about other countries or political issues. "What did I do: I applied for it & got accepted and started the program which was for several months. "The Result: It gave me insights about histories of countries, wars, political relationships between countries and a lot of knowledge related to governments. 2) Applying for AIESEC "The Why: Because I always sought self-development "What did I do: Held several leadership positions which were a life changing experience that helped me shape my career. "The Result: I know how to focus and continuously work on my areas of development, how to set clear future goals and start taking steps to achieve them. 3) I register to take online courses in topics I'm interested in that will help me in my professional life on websites such as edx.org

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) *

We had many obstacles during working in AIESEC, many ups and downs when we had country security issues during the revolution affecting our interns that were coming from other countries. I had to maintain our image and that our country is secure through the marketing of our campaigns. On the other hand, we were facing the obstacle of Egyptian parents that didn't trust our organization and were not letting their children go on an internship program because they felt that conditions are not secure yet in Egypt and were too worried. So I had to arrange parents' meetings to convince the parents with our programs, giving them more information about all the activities we carry out and that it's not related to any current security problems in the country. The result was that we were able to achieve our functional team goals successfully although team members were losing hope and motivation but I was able to overcome that with my team.

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 position in AIESEC as Vice President of Marketing in the specialized unit of AAST Campus, I had a very complicated situation in which the person holding the position before me wasn't able to achieve the desired goals and our image as an organization at that campus was not well. The environment of the campus was not responding to the previous marketing campaigns that were held there and students of the campus had a certain mentality and interests that were not triggered with a random booth with no innovation. So I had to do a detailed SWOT analysis and set a detailed plan in which we started implementing through our team, taking clear action steps to achieve the desired results through innovation, customer experience management and maintaining a professional environment. Our outcomes were:- 1-Establishing a strong well image in the campus among students 2-We became an official organization approved by the professor of students affairs. 3-We achieved our numbers of goals of applicants & raises for our internship programs 4-We were a successful executive

board team that we're strongly bonded through many complex situations that we've passed through together 5-We've become a good case practise as a successful specialized unit in a campus for Local Committees of AIESECers in other countries by posting our documents and how we were able to overcome the obstacles on the international site of myAIESEC.net

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.

N/A

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. I participated in The Quest Competition 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 : The Quest

Date: (MM/YY) : 11/13

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 : none

Event Name/Type : The Quest

Date: (MM/YY) : 11/13

Company Name : HSBC

Event Name/Type : Internship

Date: (MM/YY) : 07/13