

SUMMER INTERSHIP

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Personal Details

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

Address

Primary Address

Address Line 1 : Zahraa Nasr City**Town / City:** * : Nasr City/ Cairo**Country** : Egypt**Email Address** : Zeinab.gamal.gad@gmail.com**Unavailable interview dates** :

Career Choice

Business unit : Mashreq**Function choice** : Engineering & Manufacturing**Second Function Choice** : Marketing

Further Education

University :**Faculty** : Engineering, Ain Shams University**Major / Department** : Mechanical Engineering**Graduation Year** : 2016**Degree/GPA** : Fair

Secondary Education

School Name : *El Sedeeq Language School**Dates From - To** : * 09/21/2009 - 06/21/2011**High School Certificate** : *97.5%

Language Competency

English

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

Arabic

Comprehension : Fluent

Speaking : Fluent

Writing : Fluent

German

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 : 04/23/2014 - 04/23/2014

Employer : CEO of a start-up called Chroma.

Responsibilities : Self Employment

Dates From - To : 02/01/2014 - 03/30/2014

Employer : Junior marketing executive

Responsibilities : Cultark

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) *

While I was in high school I used to write at Teenstuff magazine and started my blog <http://zeinabgad.wordpress.com>, spent five years as volunteer in Resala. In my freshman year at college I joined a student activity called ACES (Annual conference for engineering students) and I worked as an HR coordinator for a year. In my second year I was a business moderator (Preparing and giving business session to college students) at ACES and also Fr at Catalysis (Another student activity) and a volunteer in AYB. In the beginning of my third year at college I started my start-up (Chroma) and entered Injaz's competition with it and now we're one of the top 10 teams (Won the mentor-ship provided by Injaz), also I am IEEE ASU treasurer and marketing manager. I had a part time job in a marketing agency called Cultark.

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 have a lot of friends who are now working in multinational companies like P&G telling me about their experience there and how much these places appreciate their individualism and creativity, making room for them to grow and learn. And at this point in my life I want to start building my career and get to know the real thing.

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) *

Working in the Cultark (a digital marketing agency) put me in many situations where I had to deal with clients. I have to sit with almost everyone in the company, in a meeting and in private to understand completely everything about the company, what messages they want to deliver to their audience, who they are targeting, the challenges they are facing. To work with their marketing team to put my social media plan. Of course this means penetrating as soon as possible the team and becoming part of it but yet not to the point that just anyone can interfere with my work. And it's really simple, the key word here is listening, listening to everyone and being friendly but yet professional. I do believe that as long as you make it clear that you mean nothing but good will and believe that they are here to help and they want to get the job done as well, you will finish the task in time. I also believe that what we truly win out of anything we do is people. You can learn from almost anyone because everyone knows something you don't. معرفة الناس كنوز

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) *

After finishing the business workshop one year ago, I became very fond of marketing and wanted to learn more about it, especially that by that time I was planning to open my own start-up. So I started reading about marketing, attending some seminars and workshops. Of course my background in business helped a lot with that. Started opening conversation about the topic with some friends who are into and working in the field. And soon enough I was applying for a new position in IEEE ASU student activity as marketing manager and then I got the opportunity to work in a digital marketing agency.

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) *

My start-up "Chroma" actually is the greatest challenge I've faced up till now. Basically it's a book kiosk that targets college students and exists at nearby locations. This project aims to build a community of readers and aspiring writers out of the college communities, especially that this segments haven't been approached by any other bookstores and ignored by the government, also trying to demolish the pirated books market and encouraging non readers to start reading. However our project is facing a problem which is the getting the permits to build the kiosk. Right now we're working in many directions, including contacting the ministry of culture to find a way to get help with the legal procedures.

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) *

When we were putting the business model of our start-up. I had to study the market, reading tons of articles, sitting with lots of people in the industry, meeting with my team to put it together, it took a lot of time to decide what was possible and what was not, putting like five business models. Then having to sit with the marketing team to come up with our positioning statement, branding and marketing strategy. We eventually came up with the name Chroma which means colors in Greek and slogan "الكتب ألوان" giving each genre a color and identifying readers by the color of books they like and encouraging non readers to try a different color of books.

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. I'm a female.

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

Event Name/Type : Start-up Egypt

Date: (MM/YY) : 10/13

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 : Injaz

Event Name/Type : Start-up Egypt

Date: (MM/YY) : 10/13