

# SALMA EL GHAZOULY

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## EXPERIENCE

OCTOBER 2023 - PRESENT

### ACCOUNT/EVENTS EXECUTIVE

ASCAI & CO. - CAIRO

- The mother company for ULTER, Viaggio, Kensho, and Ascai Weddings
- High-scale musical concerts, Entertainment, and Social Events
- Event Planning and operational supervision
- Presentations, proposals, and budget handling
- Vendor, Venue, and operations management
- Account management to the company's clients
- Logistics and Hospitality management

MARCH 2023 – SEPTEMBER 2023

### EVENTS COORDINATOR

ISLAMIC CHAMBER HALAL SERVICES (ICHS) - CAIRO

- The halal certification arm for ICCIA (The Islamic Chamber of Commerce, Industry and Agriculture) which is an affiliated organ of the **Organization of Islamic Cooperation (OIC)**
- Plan B2B events (physical, Virtual, and blended) from start to finish according to requirements, target audience, and objectives
- Come up with suggestions to enhance the event's success
- Brainstorming and implementing event plans and concepts.
- Handling budgeting and invoicing and ensuring adherence.
- Liaising and negotiating with vendors and suppliers.
- Coordinate all operations.
- Handling logistics and Obtaining permits.
- Updating senior management.
- Ensure the event is completed smoothly and step up to resolve any problems that might occur.
- Develop event feedback surveys, Analyze the event's success, and prepare post-event reports.

MAY 2022 – MARCH 2023

### LOGISTICS AND HOSPITALITY SPECIALIST

RM EVENTS - ALEXANDRIA

- Organizing facilities and details such as catering, entertainment, transportation, Venues, invitee list, special guest, equipment, promotional materials, accommodation, etc.
- Identify the client's requirements and expectations for each event.
- Liaise with vendors, exhibitors, and stakeholders during the event planning process. to ensure everything is in the right order.
- Manage all event set-up, tear down and follow up processes.

- Maintain Event Budgets.
- Conduct final inspections on the day of the event to ensure that everything adheres to the client's standards.

**JANUARY 2021 – APRIL 2022**

### **OPERATIONS OFFICER**

ARABIAN VISION FOR ENGINEERING AND PROJECT MANAGEMENT SERVICES - ALEXANDRIA

- Following up on day-to-day tasks and project's schedules, timelines, milestones, and deliverables with proper documentation and issue logs
- Creating and Designing Prequalification documents, Company Profile, Contracts, Invoices, Technical & Commercial Proposals

**OCTOBER 2020 – JANUARY 2021**

### **EVENTS AND COMMUNITY LIAISON OFFICER**

LAISSEZ-PASSER, ESTONIA

**AUGUST 2018 – MARCH 2020**

### **FRONT OFFICE - RECEPTIONIST**

RADISSON BLU HOTEL - ALEXANDRIA

**OCTOBER 2016 – PRESENT**

### **GRAPHIC DESIGNER**

FREELANCER

## **EDUCATION**

**2002 - 2016**

### **KOWMEYA GIRLS' COLLEGE**

Language Department

**2016 - 2020**

### **FACULTY OF TOURISM AND HOTELS – HOTELS MANAGEMENT DEPARTMENT**

Alexandria University GPA 3.036

## **COMPUTER SKILLS**

- Opera 5.0
- Microsoft 365 (Word – Excel – PowerPoint - Microsoft Planner – SharePoint – One Drive – Teams, etc.)
- Adobe Photoshop, Adobe Illustrator
- Canva

## **LANGUAGES**

- Arabic – Mother tongue
- English – Advanced
- Italian - Elementary