

Rania ayman

Founder & Managing Director at Entreprenelle

Rania@Entreprenelle.com

Summary

I run Entreprenelle which is a Mission Driven Enterprise that strives to Empower local Women economically by educating, training and linking them to all the resources possible. Injaz Winner, AWID Member, Fearless Risk Taker by nature, My door stays open and my sleeves are always rolled up interested in Social Entrepreneurship and Women's Rights.

Experience

Founder & Managing Director at Entreprenelle

June 2015 - Present

Entreprenelle is Mission Driven Enterprise that strives to Empower local Women economically by educating, training and linking them to all the resources possible.

Co-Founder & Digital Media Manager at DMENTA

July 2015 - July 2016 (1 year 1 month)

Manage Account Management and Moderation departments

- Lead execution for all digital marketing initiatives
- Overseeing the quality of service delivery in terms of efficiency and client satisfaction
- Support, train and mentor a team of Account Executives
- Support learning and satisfaction potential for client
- Support project financial management, including budget tracking support and forecast inputs
- Lead cross-discipline teams to complete a variety of digital marketing projects (including content development)
- Overseeing content developed for social media; such as Facebook, Instagram and Twitter
- Media list and influencer research across channels
- Develop strategy, tactics and build paid media campaigns for clients
- Research clients' products, services, plans, competitors and target markets
- Meet clients for briefings and present proposals to clients for approval
- Ensure that projects are completed on time and within budget.
- Meeting clients to discuss strategy and report on progress
- Responding to clients' requests as they arise
- Taking part in pitches for new accounts
- General team support as needed

Marketing Executive at Startup Grind

January 2015 - January 2016 (1 year 1 month)

Responsible For:

- Developing market and Marketing researches
- Creating Offline and Online Marketing campaigns
- Handling focus groups and recommending implementations for bridging the Gap
- Monitoring Competitor's marketing strategies
- Over viewing and consulting Events and product exhibitions
- Assuring the quality of the value added and measuring the team's performance
- Supporting the Sponsorship lead
- Featuring the events in newspapers, magazines, trade press and on TV , radio ... etc
- Managing campaigns through websites and social Platforms like Twitter and Facebook.
- Reviewing and managing the Design team.

Community Manager at EGYWEB

June 2014 - August 2015 (1 year 3 months)

Creativity, innovation, and technical expertise blended to create a digital media agency.

Responsible For:

- Setting up and managing various Clients profiles.
- Ensuring a steady pipeline of high quality social content.
- Creating social booms and viral engagements,
- Listening to the buzz and engage with customers.
- Social persona creation and setting tones of voice.
- communicate with customers and building relations for better customers experience.

Social Media Copywriter at Teleperformance

August 2013 - June 2014 (11 months)

Performing all contact center services on behalf of multinational clients.

Responsible For:

- Handling Microsoft technique queries on various channels.
- Creating and translating Arabic content for Nokia/Microsoft Forum.
- Building relations and listening to customers feedback.
- Creating and developing the tone of voice generally.
- Improving Customers experience.

Sales Executive at Vodafone Egypt

June 2013 - August 2013 (3 months)

Provide outsourced Contact Center Services to its clients in Egypt, the region, and globally.

Responsible For:

-Answer calls as well as assist customers who have specific inquiries and improve customer satisfaction over the phone.

Marketing Co-ordinator at ProductiveMuslim

2011 - 2013 (3 years)

global team of volunteers with the sole aim to help People become Productive

Responsible For:

- Building Social content, tracking, following up and reporting the growth.
- Handling Social campaigns
- Handling offline events
- Acting as a Project manager for Mena Region.

Head Public-Relations

September 2010 - March 2012 (1 year 7 months)

Student Activity aims to enhance college life.

Responsible For:

- Handling indoor and outdoor activities like courses, events and campaigns
- Handling all the social tools
- responsibility of building a reputable credible image

Customer service Trainee at BLOM Bank

July 2011 - September 2011 (3 months)

Commercial bank offering a full range of banking and financial services. It has a branch network of 31 branches.

Responsible For:

- Setting up and Updating customers active accounts.
- Dealing with Daily Inquiries.

B2C

Customer service Trainee at National Bank of Egypt

June 2011 - July 2011 (2 months)

NBE's functions and roles have continually developed to square with the different economic and political phases in Egypt.

Responsible For:

- Offering upgrades and new banking services or products to customers.

-Relate customer requests for service charge to whom may concern.

Fundraising Vice Head at Enactus

July 2009 - July 2011 (2 years 1 month)

Community of student, academic and business leaders committed to using entrepreneurial action to transform lives and shape a better world.

Responsible For:

- Find Financial sources for funding the activity.
- Finalizing sponsorship deals.
- Analyzing and budgeting offline campaigns.

Agent - Trainee at MetLife

July 2010 - October 2010 (4 months)

Promoting and selling financial products and services to customers.

Responsible For:

Selling Life and Medical insurance to Customers.

B2C

Education

Ain Shams University

Bachelor's degree, Business Administration, Management and Operations, 2009 - 2013

Farouk Language School.

2009 - 1997 ,#### ,##### #####

Rania ayman

Founder & Managing Director at Entreprenelle

Rania@Entreprenelle.com



[Contact Rania on LinkedIn](#)