



PROFILE

My PhD in sociology plus my certified licenses and work experiences on digital marketing are supplied me with many skills in learning, Assessments, setting rubrics, development, graphic design, SEO, SEM, display Ads, Google Ad, developing curriculums, teaching, presenting seminars, e.Learning, international purchasing, running social campaigns, analysis, research, surveys, writing reports, designing high impact presentations, and much more; All that gained me experience to understanding of dealing with the marketing community and mentoring people.

CONTACT

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<https://m.youtube.com/playlist?list=P LQvRJEg2pBZbnT2sWPKOeiDR1JYsrSSVd>



[eg.linkedin.com/in/nehal83](https://www.linkedin.com/in/nehal83)

Nehal El Defrawy

Ph.D.(Education)

PERSONAL DATA

Date of Birth: 12.6.1983

Nationality: Egyptian

Religion: Muslim

Marital Status: Single

EDUCATION

Ain Shams University Certifications:

- **PhD** "Doctor of Philosophy degree for preparing teacher in Arts Specialization in Sociology"(2018).
- **MD** "Master degree for preparing teacher in Arts Specialization in Sociology"(2015)
- **Special Diploma** for preparing teacher in Arts Specialization in Sociology. (2012)
- **General Diploma** for preparing teacher in Arts Specialization in Sociology. (2011)
- **Bachelor of Arts and Education**
 - in Philosophy and Sociology (2004).

Other Certifications:

- Udacity Advanced Digital Marketing Nano degree
- YAT Professional Diploma in Graphics
- IBM Professional Web Diploma
- Austrian Certified Travel specialist 2017 from The Austrian National Tourist Office
- HR Diploma from open universities of Australia
- Test of English Language Proficiency (TELP)

ROLES AND RESPONSIBILITIES AT UNIVERSITIES:

Creat, develop, design assessments, rubrics, and teach Curriculums that related to online education strategies, eBooks publishing, e.learning, Sociology, Philosophy, Islamic studies, research strategies, Education, Humanities, Human resource, T.O.T, Business, and media ethics using LMS like Moodle and similar.

ROLES AND RESPONSIBILITIES AT OTHER ORGANIZATIONS:

Branding, learning, development, digital marketing, running social media campaigns, running google campaigns, e. Commerce, partnerships, contracting, establish departments, system controller testing and development, recruitments, training new staff. researching, surveys, setting targeting personas, KPIs, content writing graphic designing, and international purchasing.

I PROVIDE WORK AS FREELANCER FOR SEVERAL COMPANIES LIKE:

- Educational Institutions
- Real Estate Companies
- Import & Export Companies
- Tourism Companies
- Industrial Companies
- Medical Companies

PUBLISHERS

ORCID (0000-0003-2012-1478)

WORK EXPERIENCE

University of the people U.S.A

(Curriculum developer & Adjunct Instructor) From 2019 – Till Now.
At Business and Administration department.
(Philosophy, Sociology, Humanities, Business Ethics and social Responsibilities, online education strategies).

Mubasher International

(Worldwide Product Manager + learning and development Manager)
From 2013 – 2019.

Ever Health SAMSUNG USA, INC

(International purchasing & branding specialist) From 2012 - 2013.

Water World USA, INC and Noble Marketing Consultants Company

Part time/Freelancer
(graphic designer and branding specialist) From 2009 - 2011

Al Tayyar Travel

(Graphic designer) From 2004 – 2008

LANGUAGES SKILLS

Arabic: Mother Tongue
English: Excellent

COMPUTER SKILLS

(High level of Computer literacy)

Apple - Mac / Excellent Knowledge Windows Office,
Outlook/Word/ Power Point/ Excel/ and Internet.

SOFTWARE SKILLS

Extranet, E. Learning software, Moodle, and white labels LMS.

DIGITAL AND GRAPHICS SKILLS

Google Ad, SEO, SEM, MOZ, keywords planning, Social media Ads,
Facebook ad, Autodesk Maya, Photoshop, Dreamweaver, Camtasia.