ABEER ELBANA

CONTACT

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LOCATION: New Cairo, Egypt

View Portfolio

EDUCATION

Helwan University
B.A. in Business Information Systems
Faculty of Commerce & Business Administration
Graduated 2024 | Grade: Excellent

CERTIFICATIONS

Full StackPHPDiploma
AMIT Learning Center

LANGUAGES

Arabic
English

TECHNICAL SKILLS

WEB DEVELOPMENT
HTML5, CSS3, JavaScript
React (basic knowledge)
PHP, MySQL
Google Apps Script
PLATFORMS
WordPress, Shopify, Hostinger
Google Sheets & Drive
MARKETING & DESIGN
Meta Business Suite, Canva Adobe Photoshop
OFFICE
Microsoft Word, Excel, PowerPoint

PERSONAL SKILLS

- Quick learnerand self-learner
- Team collaboration & adaptability
- Analytical thinking & problem solving
- Responsible

PROFESSIONAL SUMMARY

Marketing professional with a B.A.in Business Information Systems and a Full Stack PHP diploma. Currently Assistant Marketing Director at Antwerpen Fine Jewelry, supporting rebranding, social media, website management and customer engagement. Combines analytical thinking, creativity and web skills to grow brand visibility and customer engagement.

WORK EXPERIENCE

ASSISTANT MARKETING DIRECTOR

Antwerpen Fine Jewelry | December 2024 – Present

- Contribute to the rebrandingandmarketingcampaign for Antwerpen Fine Jewelry and Antwerpen Sterling
- Conduct market research
- Update and maintain the company website
- Manage and update product inventory
- Manage social media accounts
- Handle customer communication

PROJECT: JEWELRY STAFF SYSTEM (IN-HOUSE TOOL)

- Designed andbuiltaprivatewebapp usingGoogleApps Script,Sheets and Drive, replacing manual Word-based Certified Guarantee creation for the whole team
- Built a certificate maker that auto-fills jewelry details, with letterhead-fit printing
- Created a searchable certificate archive and a catalog manager
- Implemented owner/staff roles with PIN sign-in

INTERNSHIPS

TRAINEE, IT DEPARTMENT (PROGRAMMING)

Belayim Petroleum Co. (Petrobel) | July 2023

TRAINEE

Vodafone Egypt Call Center, Zahraa El Maadi | September – October 2022

CORE COMPETENCIES

- Digital Marketing & Brand Support
- Market Research & Competitor Analysis
- Campaign Support & Rebranding Assistance
- Presentation Design
- Vendor & Team Coordination
- Internal Tool Development & Process Automation
- Catalog & Inventory Data Management
- Social Media Management & Content Coordination
- Website Management (WordPress & Shopify)
- Customer Engagement & Communication
- Event Layout Planning
- Timeline & Task Management
- Certificate & Records Management