



Andrew Wasif

Address: 16 Mahmoud Hasanin , Shoubra, Cairo, Egypt

E-mail: ndr.ashraf@gmail.com

Phone: +201020252925

LinkedIn: www.linkedin.com/in/AndrewWasif

Objective

A challenging and creative career in Marketing and Advertising sector, where I can develop my personal and creative skills

Education

Misr University for Science and Technology

Faculty of Communication Engineering

BSc. Electrical engineering, Electronics and communications section (2011)

Cumulative Grade: Very Good

Graduation Project: LTE Physical layer (4G)

Graduation project Grade: Excellent

Professional Experience

April 2017 – Present

Gloria (Ceramic & Porcelain)

Assistant Brand Manager

Responsibilities

- Responsible for brand strategy, advertising, consumer understanding, direct-to-consumer marketing and project management.
- Monitor and track brands' market share and performance to identify risks and opportunities.
- Assist the Brand Manager in developing and completing plans (Brand Plan, Brand review, Budget Plan) for the brand concerned.
- Execute all brand activity in line with brand strategy and corporate guidelines.
- Handle communication between brand marketing and trade marketing and operations to ensure the cycle plan is effectively executed.
- Monitor external agencies and suppliers to ensure activities are to cost and to agreed timescales.
- Build multi-functional relationships that span both the internal organization and third-party suppliers/ agencies by encouraging an environment where information and resources are shared in pursuit of business goals.
- Develop ideas on product innovation in order to achieve competitive advantage.

April 2015 – March 2017

CIB Egypt

Data Center Engineer

Responsibilities

- Manage the allocation of resources in terms of Space, Power and Cooling.
- Manage site maintenance, cleaning crew.
- Manage deploying servers and switches inside the rack.
- Manage the raised floor loading capacities.
- Responsible for calculating quarterly and annually KPI's.
- Manage the safety and physical security of the Data Center.
- Responsible for proper function and maintenance of UPS, STS systems.
- Manage the Data Center warehouse.
- Manage all IT infrastructure inside the rack.
- Manage the physical facility of the site.

May 2013 – March 2015

Addmark Agency

Account Supervisor

Responsibilities

- Execute the annual brands communication plan and its activities to ensure the achievements of the clients' set objectives
- Coordinate between different agency's departments to ensure the brief is well understood and will be best addressed
- Follow-up on different agency's department and suppliers to achieve project required on time and within budget set
- Assist in analyzing the competitor communication activities
- Accounts handled: Noval, Wadi foods, Daber Amla, Travco, Mena 5 Real Estate, & Egypt foods.

January 2012 – April 2013

Vodafone Egypt

Customer Service Representative

Responsibilities

- Handling and fixing problems of ADSL.
- Handling and fixing problems of 3G services (USB, Blackberry, iPhones, 3G routers, etc.)

Professional & Technical Skills

- Excellent Communication skills
 - Excellent Multitasking skills
 - Strong Analytical & Negotiation skills
 - Self-motivated, Team Player, Quick Learner, Detail Oriented and Creative
-

Training and Certifications

Summer trainee, at Telecom Egypt, June 2010 - July 2010

- CCNA Exploration, training at network fundamentals and how communication works in data networks.

Summer trainee, at Huawei Egypt, August 2009 - July 2009

- Summary about 3G and visiting some sites.

Summer trainee, at Alcatel.Lucent, August 2008 - September 2008

- Radio Department, training at GSM to know technologies of 2G.

ITIL Foundation certified

Computer Skills

- Microsoft Office
-

Languages

- English (Fluent)
 - Arabic (Mother Tongue)
-

Personal Info

- Date of Birth: May 9th, 1989
 - Nationality: Egyptian
 - Marital Status: Single
 - Military Status: Exempted
-

References

Available upon request
