

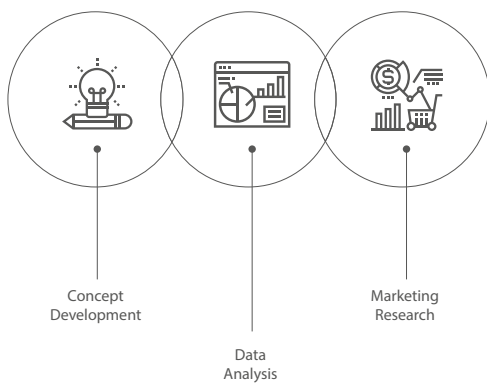
AYMAN M. GHONEIM

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PERSONAL STATEMENT

Highly motivated, and creative marketing graduate with a second class honours in Marketing from the University of Greenwich. I possess valuable experience working as a Visual Designer in social media marketing agencies. In my previous roles, I was involved in planning, launching and executing campaigns, designing and curating content. I handled day to day role to develop creative concepts that speak to prospect customer's goals to not miss a very important component of branding, which is building a persona to bring life into their brands and make a deep connection with their audience. I strongly believe that I would be an asset to your team.

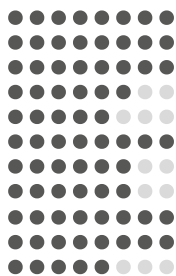
MY SPECIALITIES



TOOLS & SKILLS

01 Computer

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Adobe Premiere Pro
Adobe After Effects
Logo Design
Typography
Free Hand Sketching
Microsoft Word
Microsoft Powerpoint
Microsoft Excel



02 Knowledge

Grid & Layout
Good sense for typography
Color theory knowledge
Image editing
Composition
Video Editing
Logo Design

LANGUAGES



WORK & TRAINING EXPERIENCE

1

From 2012 to 2013
Graphic Designer
Amjad Shashai Studios & Academy

- Consult with clients to discuss concept, design, timeline and budget.
- According to the brief, I used a variety of materials to create a proposed design, taking into account feedback from the client.
- Met with clients, listened to their objectives for the look of their website, and developed a prototype design to fit the requirements.
- Revised prototype web designs after client review and specific feedback until the final look was achieved.
- Designed company logos for various types of organizations in a variety of industries based on the line of work, corporate personality, and client preferences.
- Arranged photographs, illustrations, and other design pieces to convey a specific look for a company website.

1

Month

Internship
From August to September (2015)
Qatar National Bank

- Worked with two departments in the bank; loan administration & marketing.
- Identified and applied for loans, from corporate to personal loans, after evaluating the candidates' job history, income & overall creditworthiness.
- Worked on organizing financial analysis, market research & due diligence filings materials.
- Prepared & examined financial records for the purpose of serving the bank's customers with their daily money requirements.

1

From 2017 to 2018
Graphic Designer
ROOTZ Marketing Consultancy

- Integrated innovative storytelling concepts into branding concepts.
- Created & maintained online platforms & worked with brands like WHAM Clinics, Laguna Bay & Savola Foods.
- Managed and developed targeted content for company social media accounts.
- Responsible for maintaining and developing targeted content for client social media channels
- Developed content calendars for client's social media.

Education

From May 2013 to August 2013
Graphic Design Diploma.
Russian Cultural Centre, Design School, Cairo.

- Principles of design
- Color theory
- Illustration
- Web design
- Image editing

From 2013 to 2017
Marketing & International Business.
The University of Greenwich
2nd Class Honours (2nd DIVISION)

Graduation Project:

- Studying consumer's attitudes towards green products and its impact on brand switching.
- Conducted research on Up-Fuse company.
- Data collection by surveys and personal interviews.
- Official research paper writing.
- Processing the data collected in the surveys and analyzing it using SPSS; a software that generates relativity tests and general statistics.

HOBBIES & INTERESTS

