

FARAH AYOUB

Managing Director

Innovative and performance driven entrepreneur with a deep passion to marketing and business, experienced in all aspects of management, strategic planning, establishing controls of all organizational departments

Nationality: Egyptian

Date of birth: 06/12/1991

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EXPERIENCE

Co founder and Managing director — HAUS Advertising

July 2018 - Present

- Founded HAUS Advertising to provide digital marketing services, advertising and media production
- Effectively managing a team of 15 employees
- Financial management including budgeting in HAUS as a start up with a very low budget at first
- Train and empower employees to be future leaders and decision makers throughout creating a custom development program for each one through personally collaborating with the hr department
- Develop intensive business strategies to achieve the decided short terms goals and the long term objectives
- Projects planning and tracking with deciding the key milestone and key indicators
- Foster a deep understanding of all the company's clients business needs and consulting them to increase their sales
- Oversaw the day to day operations with the team leaders through weekly meetings
- Pushed for constant growth among sales

Key Achievement

- Increased the company's revenue with 300% in 3 years timespan
- Added Media production service to the company, without the need of external funds and could build the first fully highly equipped studio in Alexandria, Egypt
- Implemented a new system to improve the efficiency of the workflow in the company

VOLUNTEERING EXPERIENCE

Entrepreneurship and women empowerment — AIESEC

August 2015 - February 2019

- Traveled To many countries such as India, Morocco and Kenya, working under various projects names to teach youth and women in rural areas basic leadership skills, entrepreneurship and women empowerment
- Followed up with all who i worked with to make sure they all could use what they were taught

Key Achievement

- Successfully empowered many women and could get them funds from the NGOs to start their own business
- Lead a social media campaign with a team of 6 international volunteers, raising awareness to the organization "Mama Africa"

EDUCATION

- 1- Faculty of Fine Arts, Alexandria University. Egypt (December 2019)
- 2- Institut Technique De La Mode -Ecole De La Chamber Syndicale De La Couture Parisienne, (August 2013)

SKILLS

- Strategic planning
- Full cycle project management
- Marketing
- Business analysis
- Sales and business development
- Workforce improvements
- Operation management
- Training and development

CERTIFICATES

- Business process Modeling -BCS the Chartered institute of IT®- Exam registered
- Strategic Thinking -Project Management Institute (PMI)® -2021
- Operational Excellence -Project Management Institute (PMI)®-2021
- Clinical pharmacy and principles of first aid - CCHR 2011

LANGUAGES

- Arabic - Mother tongue
- English - Fluent
- French - Fair

References upon request