

# Judy Hassan Elsaïd

Cairo, Egypt

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## PROFESSIONAL SUMMARY

A passionate millennial traveler with passion for *Film Direction*; seeking a *career* in the Creative industry to put her talents in strong record in communication, creative problem solving, excellent client relationship management, events management and leadership into action. A four languages speaker exploring her potential in an ambitious advertisement environment and currently working as a freelance *Assistant Director* in commercials and film in Egypt.

## EDUCATION

### MasterCalss.com

Master Class in Filmmaking with Director: Werner Herzog

Online

March 2017-Present

### IE BUSINESS SCHOOL

Master in Visual and Digital Media

Madrid, Spain

October 2014-July 2015

### NEW YORK FILM ACADEMY

Workshop in Fundamentals of Filmmaking

NYC, USA

July 2012

### UNIVERSITY OF Sunderland

Bachelor of Science (Applied Business Computing)

Sunderland, UK

September 2005-May 2009

- GPA: Second Class Honors (First Degree); Ranked 1<sup>st</sup> among graduating class

## PROFESSIONAL EXPERIENCE

### Cinema/Commercial Assistant Director

Freelance AD/Script Supervisor

Cairo, Egypt

Jan 2016 – Present

- Assistant Director (AD) as script supervisor in movie "[HEPTA, the last lecture](#)", Director: Hadi Elbagoury
- AD to Director: Hamdallah in [Juhayna Ramadan 5 Commercials campaign](#)
- AD to Director: Marwan Hamed in [KoKi Ramadan Advertisement](#)
- AD to Director: Mohamed Zayat in el [Ahly National Bank 4 Commercials campaign](#)

### TEDxCairo

Project Manager

Cairo, Egypt

Dec 2015 – Present

- Executed 800+ attendee PRISMA conference, 21<sup>st</sup> May 2016 in The Marquees Hall: 14 speakers, 2 performances, in addition to Sponsors Activations outdoor of the venue
- Pre and Post marketing campaign & online audience engagement; including Radio : 104.2 Nile FM
- Leading strategist, sponsorship and HR recruitment and execution of 34+ TEDxCairo 2016 PRISMA volunteer team; including functions of: (Operations, Sponsorship, Innovation, Talks and Art&MarCom)

### TEDxIEMadrid

General Consultant & Social Media Strategist

Madrid, Spain

May 2015 – July 2015

- Consulted the Project Management on Event layout & logistics
- Put and Executed the Social Media Strategy (pre and during the event)

### Microsoft

Solution Sales Professional

Cairo, Egypt

October 2013 – September 2014

- Supported the marketing department on landing Microsoft new Devices strategy in Egypt:
  - Organized 7+ events for Strategic CIO level customer and owned business development for devices motion
- Maintained Strong relationship with strategic customers in Public and Education Sector

Account Technology Strategist

February 2010 – September 2013

- Supported Marketing team:
  - Participated as a core member in Products launch activities as the Education sector - & Youth voice
  - Organized 15+ Customer - and Partner Facing Events (Content, Customer management and Presentation).
  - Spread Awareness activities for newly launched products (Customer, Partners and Students training)
- Maintained an excellent relationship with IT decision makers in the American University in Cairo (Top ranked in Egypt); with highest Customer Satisfaction Score in Public Sector - Won Customer & Partner Experience Award for February FY13
- Overachieved Windows & Office Desktop Deployment target 44% in two consecutive years (240,000 PC) - EMEA GOLD Excellence Award
- Won the biggest Office 365 competition case in Education Public Sector in Egypt, Managed the project: 47,000 Seats migration for students and professors email accounts – EMEA GOLD Excellence Award
- Founded and lead "Electric Shock" - youth initiative for Microsoft Egypt employees – supporting Marketing Team to land activities in Universities, and orchestrating Internal Activities with HR for Employees – won Subsidiary award 2013

### TEDxCairo

Marketing & Communication Lead

Cairo, Egypt

May 2013 – September 2014

- Managed Marketing team (Marketing, PR, Social Media & Branding)
- Planned and executed Marketing Campaign for TEDxCairo 2014 Conference with Art Team, Operations and Sponsorship teams - increase the Facebook fan base by 200%, YouTube 10% and Twitter 28%)
- Managed Registration process of 2014 Conference & team of 12 Ushers for Hall logistics for 1,000 Attendees-conference.

## LANGUAGES

Arabic (Native).    English (Fluent).    German (Fluent).    Spanish (Beginner)

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## ADDITIONAL INFORMATION

- **1,000 KM backpacker:** June 2016 set a personal challenge to walk 1000KM, managed to complete them in 36 days on the Camino de Santiago begin of November 2016. 25<sup>th</sup> female Egyptian to walk from France to Spanish Coast: 800 KM
- **Honors:**
  - **MACH EMEA Citizenship Excellence Award winner (MACH):** Nominated by peers across Europe, Middle East and Africa, for two awards for contribution to the MACH community & helping peers explore their potential. First and youngest to win in MEA.
  - **100% Quota Attainment Award winner for FY12:** a team award for 150% Quota Achievement in Education Sector.
  - **First place Winner** for Win 8 desktop demo Video Competition in Egypt, participated WW finalists
- **Kevin Chose Egypt:** I got special love for Tourism in Egypt, I started [Kevin Chose Egypt Page](#) to promote sights in Egypt. +5000 fans.
- **IT Skills:** Microsoft Technologies; Adobe Suits (Photoshop, Premier Pro, InDesign, Illustrator);
- **Editing:** Premier Pro, Final Cut, PhotoScape; Blogs: blogger, medium, tumblr; Web: Wix.com, HTML5
- **Personal Interest:** Directing (Cinema), Public Speaking, Self-Development (NLP Practitioner 1), Life Coaching,
- **Obsessions:** Travelling, POI, SCUBA Diving (certified OPEN water and Advanced OPEN water), Kick Boxing, Water fasting Detoxing and Kitesurfing.