
WALAA HESHAM.



PROFESSIONAL SUMMARY

Knowledgeable Lecturer with in-depth understanding of Marketing. Excites students for materials and encourages deeper discussions with engaging class lectures. Passionate about subject matter and focused on getting students to fully explore topics.

SKILLS

- Management and Marketing programme development
- Student-centred learning
- Friendly and approachable
- Marketing knowledge
- Student development
- Classroom management
- Establishing interpersonal relationships
- Social media marketing
- Leadership
- Discussion facilitation
- Lecture development
- Course instruction
- Curriculum development
- Remote lecturing
- Curriculum selection
- Lesson planning
- Student evaluation

EXPERIENCE

Lecturer-Higher Technological Institute — 2002-Present

- Promoted critical thinking, personal development, and commitment with custom lectures and assignments.
- Harnessed digital advancements and technology to boost comprehension and complement analog instruction.
- Taught baccalaureate-level courses and administered exams to students.
- Executed lectures and class discussions via remote, hybrid, and face-to-face instruction.

- Reviewed and revised curricula during departmental meetings to accommodate changing industry needs.
- Designed and proposed curriculum changes and program modifications to department heads as I participated in the quality team.
- Developed and revised curriculum to improve student outcomes in majors.
- Promoted learning-focused environment encouraging student participation and involvement as I am responsible of supervising students' training programs during the summer semester.
- Mentored students completing research into topics during both lectures and training programs.
- Assessed students' progress by grading assignments, papers, and exams.
- Helped senior students explore deep concepts in Marketing.
- Encouraged students to investigate further and develop expertise through individual and group projects.
- Participating in the control team activities starting from preparing for exams till the results submission.
- Helping students determine the suitable courses for their educational level and GPA.
- Teaches the following courses:
 1. Marketing principles
 2. Marketing management
 3. Integrated marketing communication
 4. International marketing
 5. Electronic commerce
 6. Digital marketing
 7. Personal selling
 8. Strategic management
 9. Entrepreneurship
 10. Psychology for business
 11. Communication skills
 12. Logistics ad supply chain management
 13. Management Information system
 14. Service marketing
- Marketing Program Coordinator, responsible for:
 1. Program specifications
 2. Program report
 3. Courses specifications
 4. Courses reports
- Graduation project supervision

Part-time Lecturer-Egyptian Chinese university — spring 2023

- Teaches International Marketing
- Graduation projects supervision

EDUCATION

Ain Shams University - Ph.D Degree of Philosophy in Business Administration, 2021

Dissertation: Measuring the Role of Customers' Involvement on the relationship between Unified Theory of Acceptance and Use Technology (UTAUT) and Intention to use Mobile applications

Arab Academy for Science and Technology - M.Sc in Business Administration , 2011

- Graduated with 3.67 GPA
- Thesis: Factors Influencing Customer Adoption for E-Banking Services
- Grade: Excellent

Higher Technological Institute — B.Sc. in Technology Management and Information, 2000

- Graduated with 3.76 GPA
- Excellent with Honor

PUBLICATIONS

- Measuring the Role of Customers' Involvement on the relationship between Performance Expectancy and Intention to use Mobile applications (2021)
- Measuring the Role of Customers' Involvement on the relationship between Effort Expectancy and Intention to use Mobile applications (2021)

COURSES

- Professional Digital Marketing (Udacity 2021)

WORKSHOPS

- Sustainable development in university education (2024)
- Digital transformation in higher education (DAAD 2022)
- Learning through projects (DAAD 2022)
- Examination and student evaluation systems for higher education institutions (NAQAA 2022)
- Effective Teaching and Learning Strategies for Higher Education Institutions (NAQAA 2022)
- Taking your classroom online (DAAD 2021)
- University Exams and Digital Question Banks (DAAD 2021)
- Constructive Assessment for Learning (DAAD 2021)
- Fundraising skills and best practices (DAAD 2021)
- Scientific Writing (2021)
- International Publishing (2021)
- Promoting your Research Capabilities - The Modern Knowledge cycle (2019)
- Improving Research Dissemination and Impact (2019)
- Using Technology in the Scientific Research (2019)

CONFERENCES

- Education Development (2019)

LANGUAGE

- IELTS: Academic Module 7.5 (2018)
- The Test of English Language Proficiency (TELP) score 600
- IELTS: General Module 7.0 (2013)