

Nada Ghesh

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PERSONAL STATEMENT

I am a motivated hardworking individual who always strives to achieve the highest standards at any given task. I possess excellent communication and leadership skills. I enjoy learning new things and have interest in researching modern marketing applications in the services sector. I found myself in academia thereby currently seeking a PhD opportunity.

WORK EXPERIENCE

Feb/2019 – Present

Lecturer | Princess Sumaya University for Technology | Amman, Jordan

Responsibilities:

- Delivering UG courses at the E-Marketing & Social Media department, thus far, I was responsible for developing course syllabus, preparing course material, coursework and exams for the following modules:
 - Integrated Marketing Communications
 - Social Marketing
 - Services Marketing
 - Modern E-Marketing Topics
 - Introduction to E-Marketing
 - Electronic Tourism
 - Principles of Marketing
 - Business Skills
- Providing the needed academic advice for more than 30 UG students as their academic advisor.
- Representing the King Talal Faculty for Business Technology in local universities fairs as a member of PSUT schools committee.
- Following up with King Talal Faculty for Business Technology graduates as a member of the PSUT alumni follow-up committee.

Mar/2017 – Sep/2017

Female Grassroots Centers Coordinator | Jordan Football Association | Amman, Jordan

Responsibilities:

- Organized and supervised trainings, festivals, tournaments and leagues for the Prince Ali Female Grassroots Centres (PAFGC) across Jordan.
- Worked on developing a sustainable strategy to identify talents, educate players and develop coaching.

Jan/2016 – Feb/2017

Marketing Officer - Local Organizing Committee for U-17 Women's World Cup Jordan 2016 FIFA – Amman, Jordan

Responsibilities:

- Led the marketing team at King Abdullah II Stadium that was in charge of merchandising, venue dressing check-up, value-in-kind distribution and coordination between LOC and FIFA counterparts and sponsors at the venue.

EDUCATION

Dec 2018

MSc Digital Marketing with Merit | The University of Southampton | Southampton, The United Kingdom

- Dissertation entitled: “Conceptualizing Social CRM in The Context of SMEs in Jordan: A Qualitative Research”

A qualitative based research that concludes a generic trend for social media implementation in order to assess the level of awareness apprehended by practitioners towards Social CRM. It explores the factors underpinning social CRM in the context of SMEs, and discovers the types of CEBs enabled by the phenomenon.

Aug 2016

BSc in Electronic Marketing and Social Media with highest honor | Princess Sumaya University for Technology | Amman, Jordan

- Senior graduation project entitled: “Emotional Marketing from a Jordanian Perspective”

A qualitative based research that examines the level of awareness regarding the concept of emotional marketing and its major dimensions.

AWARDS & ACHIEVEMENTS

- Granted a PhD scholarship by PSUT.
 - Awarded a MSc scholarship by PSUT.
 - Granted the title of “Graduate of the year 2015/2016 “ and received Her Royal Highness Princess Sumaya Award for the distinguished student.
 - Received the “Outstanding Academic Achievement” award for the academic year 2015/2016.
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SKILLS

- Competent written communication skills.
 - Strong presentation, public speaking and leadership skills.
 - Experienced in analytics and reporting.
 - Basic web development skills (HTML, CSS, JavaScript, PHP, SQL).
 - Basic designing skills (Adobe Illustrator, Adobe Photoshop)
 - Good command in Microsoft Office package (Word, Excel, PowerPoint).
 - Fluent in Arabic, advanced in English and beginner in Sign Language.
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PUBLICATIONS

- Sumadi, M., Abuhashesh, M., Wishah, R. and Ghesh, N. (2019). How Safe is the Patient’s Data on Electronic Medical Record Systems, The International Business Information Management Conference. Granada – Spain.
- Irshaidat, R. et al, (2019) A Quantitative Analysis of Persuasion Knowledge on Jordanian Youths: Persuasion Knowledge Model (PKM) (being reviewed)
- Irshaidat, R., Al-Khasawneh, M., Ghesh, N., Shokair, R., Khamis, D. and Jayousi, N. (2017). A Qualitative Investigation of Emotional Marketing Conception and Endorsement by Marketers in Jordan, The International Conference of Technology Innovation, Management and Entrepreneurship (TIME). Amman - Jordan.

REFERENCES

- Dr. Abdulrahim Abualbasal – PSUT | A.abualbasal@psut.edu.jo
 - Dr. Mohammad Al-Khasawneh – PSUT | M.alkhasaawneh@psut.edu.jo
 - Thomas Chapman – UoS | T.R.Chapman@soton.ac.uk
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