

# Ohoud Saad

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Yoga Teacher • Freelance Content Creator • Cake Designer & Baker • Life Coach

## Education

### American University in Cairo

B.A. Communication and Media Arts,  
Minor in Psychology,  
Minor in Film

Egypt  
May 2011

### University of St. Thomas

Study Abroad Program

St. Paul, MN, U.S.A  
Fall 2009

## Certificates

### All Levels | 200 hrs | Yoga Alliance Qualified Teacher

- Attended a one-month teacher's training course in Rishikesh, India.
- Teaching Ashtanga yoga regularly since April, 2015.

### Life Coaching Certification | 30 hrs | ICF (ACSTH)

- Attended a life coaching certification course.
- Holding life coaching sessions to clients since January, 2019.

## Employment

### Cocoa by Ohoud

Cake Designer and baker

1/11/2018

### On The Mat

Managing Director

1/2/2017

- Responsible for the studio in its entirety.
- Manage the financial aspect.
- Create monthly schedules
- Responsible for marketing

### Bindu by Ohoud

Founder

1/12/2016

- Responsible for the platform's content.
- Built and continue to manage the website.
- Act as a liaison between students/clients and teachers.
- Writer/Editor of the blog.
- Responsible for marketing and daily operations to keep the website relevant, functional and up to date.

### Wild Guanabana

Marketing & CRM Manager

Mohandeseen, Egypt  
1/11/2013 – 31/12/2016

- Responsible for all company's content, online and offline.
- Plan digital marketing strategies and campaigns across those platforms in Egypt

- and regionally.
- Manage Wild Guanabana's website and blog.
- Manage all aspects of the client experience.
- Handle inquiries through phone calls, e-mails, chat and social media.
- Maintain WG's CRM cloud-based software to make sure customer information is up-to-date and relevant.
- In charge of over all company vision for the international line and customer experience.

### **The American University in Cairo**

Senior Digital Media Specialist

5<sup>th</sup> Settlement, Egypt  
01/09/2012 – 31/10/2013

- Responsible for independently shooting, editing and publishing videos.
- Work closely with editorial teams to identify potential stories.
- Ensure all videos are uploaded online to appropriate channels.
- Understand and adapt to the demands of a deadline-based editorial team, be able to follow a brief and also establish how to get the best performances out of different presenters.
- Coordinate the acquisition and utilization of videos created by students and other members of the AUC community.

### **What Women Want... Magazine**

Junior Editor

Maadi, Egypt  
13/11/2011- 5/07/2012

- Handled the broader line of the magazine creation.
- Brainstormed, executed and managed the magazine content.
- Edited articles and writings.
- Attended press conferences, events and functions
- Conducted interviews for the magazine as a reporter.
- Wrote articles and editorials.
- Shot and edited videos and managed YouTube channel.

### **Freelance Filmmaker**

Since January 2012 - Ongoing

- Create storyboards, shoot, direct and edit clips based on clients' needs.
  - Created a video for Azza Fahmy's Thank You Mom campaign.
  - Created videos for P&G, Mars and other clients through Out of The Box Company.
  - Created several awareness ads for independent campaigns.
  - Created online ads for Bindu by Ohoud.

### **Assaa T.V Channel**

Junior Promo Producer

Media City, Egypt  
15/7/07- 30/6/08

- Produced promos for American T.V series and movies that were featured on the channel.

### **Technical Skills**

- Videographer (Shooting and directing)
- Editor (On Final Cut Pro)
- Photographer