

Curriculum Vitae

Profile

Name: **Maha Morsi Mohamed Arab**
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Career Objective

To be an active and integral part in the area of self development and self awareness and help others discover themselves and enjoy life, awaken their inner beauty, heal their inner child and promote their inner wellbeing. I have ambition and creativity to identify and explore these things on professional and personal levels.

... OR ...

For the last 20 years I've been helping people's bodies to heal through my work in my pharmacy and the medical hospital laboratories. Now I believe that I'm creatively helping people to heal their minds, bodies and souls through arts, crafts and self awareness courses at "Eshraka Center" in Alex.

Work Experience

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|---------------------------------|----------------|------------|
| Eshraka Art and Cultural Center | 2004 – Present | Alexandria |
|---------------------------------|----------------|------------|

Chief Executive Officer/Owner

- Managing Director
- Prospecting & analyses and Strategic Planning – Long term and short term planning
- Networking & relationship building – Trainer and Personal Coach
- Develop and conduct workshops of Personal Development and Self Awareness
- Provide support to Eshraka team and finalise recruiting requirements
- Assist Eshraka team and support them including:
 - Advise them on Eshraka strategy, mission and vision
 - Art and cultural projects, initiatives and their implementation
 - Performance measurement review in terms of their quarterly reviews
- Acquire artists that have significant added value to Eshraka's overall performance
- Determine Eshraka's goals and objectives, vision and mission, and prepare growth proposals addressing these points
- Give guidelines for Expressive Art for Healing
- Prepare proposals and art merchandising agreements
- Perform and assist in guided meditation and creative visualisation
- Oversee Affiliations with Artists and trainers
- Monitoring Eshraka Website: www.eshraka4u.com

Acquired Skills

- Lateral Thinking
- Analytical Thinking
- Coaching
- Motivational Instructor
- Knowledge of Art
- Sales
- Customer Service
- Communication Skills
- Negotiations
- Strategic Thinking
- Patience
- Research Development Analysis
- Strategic Thinking & Planning
- Team Work & Cooperation

| | | |
|------------------------------------|-------------|------------|
| Medical City Hospital Laboratories | 1981 – 2000 | Alexandria |
|------------------------------------|-------------|------------|

Bacteriologist and Biochemical Analyst

- Bacteriological culture for inpatients and outpatients
- Biochemical analysis for inpatients and outpatients
- Laboratory administration and management

Acquired Skills

- Attention to detail
- Communication
- Flexibility
- Team Work & Cooperation
- Customer Service Orientation

Educational Background

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- Diploma in Biomedical Analysis – (Faculty of Pharmacy) 1983
 - Master Degree in Bacteriology – (High Institute of Public Health Alexandria) 1981
 - Graduated from Faculty of Pharmacy – (Alexandria University) 1978

Personal Development Courses

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- Psychological and Behaviour Workshops (1998-2003) in Alex. Cairo and Denmark ... under the supervision of Katherine Telcs (International Health and Behaviour Consultant Empathia Denmark.) And Margit Knudsen Denmark ...

Family Therapy and Personal Development Courses (1991-2000) – Denmark and Egypt:

- Family Counselling
- Family and Marital Therapy

- Empathy
- The Child Within
- Transactional Analysis
- Meditation as a Tool in Psychotherapy
- Communication
- 250 Hours Own Therapy

Under the Supervision of Katherine Telcs (International Health and Behaviour Consultant Empathia Denmark - NOPUS)

- Self Awareness and Personal Development Programs (2003-2005) under the supervision of Ms. Justina Oraka (U.K.)
- Workshops in Healing Negative Emotions and Learning the Art of Happiness 2001,2002 (Alexandria) ... Under the supervision of Dr. Mostafa Zakaria (Master of Reiky and Healing Touch Prof. of Advanced Command of Zeta Healing) ???
- Self-Awareness Workshop (2004) by Mrs. Nazli Mansour (Alexandria)
- Workshop in Homeopathy (2003) by Dr. Nada El Ghourab (Alexandria)
- **Seminars in:**
 - Alternative Medicine (2003) by Mariam Nour (Cairo)
 - Communication Skills and Negotiation Skills (Knowledge Academy - Cairo)
- Courses of Re- Me (2003) Training Distant Learning U.K. in:
 - Positive Thinking
 - Confidence Building
 - Co-Dependency
- NLP Workshops by Dr. Ibrahim Al Feky (Alexandria) – Energy Healing Level 1
- Inner Child Workshops
- Lateral Thinking Workshop by Shereen Barakat (2006)
- Attendance of the 10th Annual Worldwide Conference Leadership from Ground Up presented by American Leading Colleges (Cairo 2004)

Art Courses

- Free Silk Painting Courses 1992
- Oil and Pastel Amateurs Courses – Faculty of Fine Arts (Alexandria), under the supervision of:
 - Prof. Dr. Mohamed Shaker 2001
 - Prof. Dr. Hamdy Abd El Kerim 2002
- Art Workshops at – Degas Art Center (2002-2003) (Alexandria)

Achievements

Exhibitions:

- **Individual:**

Silk Painting (1994) for Diabetic Children at Medical City Hospital
 Oil Painting and Photography at the College of Fine Arts (2001) ???
 Oil and Silk Painting at Kasr El Tazawok 2003, 2004 (Alex)
 Oil and Silk Painting at Mahmoud Saeed 2004 (Alex.)
 Oil and Silk Painting at Marina (Dubai) 2005

- **Participated in Exhibitions:**

Faculty of Fine Arts (2001) Oil and Pastel (for Armatures)
Art Palace at Imperial Mall (Oil Painting) (2003 or 4 ???)
Eshraka Center Silk Painting (2004, 2005) – Tawasol ???
Expo Exhibition – Dubai (2005)
Eshraka Art and Cultural Center ... Mixed Media (2006) ???
"Hala" Exhibition ... Alex ???

Organiser of:

- **Children and Youth Art Festival (age 4-21 years)**
 - 2001, 2002 Palestine Hotel Alex.
 - 2003 Creation Center Alex.
 - 2004 Russian Art and Cultural Center Alex.
- **Workshops**
 - (Creative Art) Arts and Crafts at Degas Art Center (2003) (Ages 9-14 years) (8 Children)
 - Improving Performance Skills
 - Anti Stress / Anti Anxiety and Fear
 - Release the Happiness from Your Inside
 - Building Self –Confidence (7-14 years) 11 Children
- Organising and Presenting T.V. programs with children (3 times)

Books and Publications

- **Discover Yourself and Enjoy Life (Horas Publishing)**
 - 1st Edition (2000)
 - 2nd Edition (2003)
- **Children Stories (Series of 4) (Horas Publishing) – (2001)**
 - The Crystal Heart
 - The Lovely Piano
 - The Magical Song
 - The Magic Wand
- Under Publication: (Series of 4)

Languages

- Arabic (Excellent – Mother Tongue)
- English (Excellent)
- French (Good) ???

Interests, Hobbies, & Memberships

- Member of the Fannanean Tashkelean - Alexandria
- Member of
- Creative Writing
- Arts and Crafts Making
- Photography and Painting
- Art & Literature (Practical & Appreciation)
- Reading
- Culture and Travel
- Events Management and Organising

References

- Eshraka Representative in Dubai:
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- Others available upon request

