



Salma El Sabban

Senior PR Specialist
MA Intl. Fashion Marketing Student

Contact

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London, United Kingdom

Education

- Regent's University London, London, England
September 2025 - Present
Master of Arts, International Fashion Marketing
- American University of Paris, Paris, France
September 2016 - July 2019
Bachelor of Arts, Fine Arts
- International Bilingual School of Provence, Aix en Provence, France
September 2014 - July 2016
International Baccalaureate
- Beechwood Sacred Heart School, Tunbridge Wells, Kent, England
September 2009 - June 2014
GCSE

Courses

- Istituto Marangoni, Milan, Italy
August 2017 - September 2017
Image & Styling
- The American University in Cairo, Egypt
June 2017
Fashion Design
- Kemet Art & Design, Cairo, Egypt
November 2020
Photoshop & Illustration

Skills

Critical Thinking Creative Writing Leadership
Public Relations Detail Oriented Creativity
Time Management Research & Analysis Skills

Experience

Azza Fahmy Jewellery, Cairo

Senior PR Specialist

March'22 - July 2025

- Drove international PR strategy across 5+ markets, expanding brand visibility in Egypt, Saudi Arabia, Dubai, London, and LA.
- Secured major global media features (e.g. Vogue, Harper's Bazaar, Marie Claire) and celebrity placements including Lady Gaga, Kate Hudson, and Jenna Ortega.
- Led and executed high-profile events, boutique openings, fashion shows, and talks, strengthening brand presence across regional and global platforms.
- Built and maintained key relationships with press, influencers, and stylists, driving sustained collaborations.
- Directed agency partnerships in Dubai, KSA, London, and LA to amplify global PR reach.
- Oversaw PR deliverables with the marketing team, ensuring seamless delivery of collections, press kits, and media outreach.
- Managed high-stakes collaborations and contracts for events like London Fashion Week, international exhibitions, and global film festivals.
- Trained and mentored junior team members, fostering skills development and ensuring alignment with brand standards.
- Controlled departmental budgets across all operating markets, ensuring strategic allocation and ROI.

Mawlay Experience, Cairo & Riyadh

Brand Director

2022 - Present

- Directed the branding and PR of a high-end cultural experience across Egypt and KSA, ensuring creative consistency and local relevance.
- Led a team across content, design, and accounts to deliver cohesive storytelling and visuals.
- Developed sponsor decks, social media strategies, and branded materials to drive engagement and partnerships.
- Strengthened the experience's identity through curated collateral and immersive audience touchpoints.

FLARE PR, Cairo

PR Executive

March'21 - October'21

- Boosted client visibility in fashion/lifestyle sectors through tailored PR campaigns and social media strategies.
- Secured consistent press coverage across leading regional platforms through targeted media outreach.
- Strengthened influencer engagement by negotiating collaborations that expanded audience reach.
- Delivered insights from market research that refined campaign strategies and improved targeting.
- Pioneered market research into lifestyle/home décor, informing agency expansion plans.
- Supported shoots with stylists and clients, ensuring creative alignment.

Temraza, Cairo

Brand Coordinator

October'19 - October'20

- Oversaw end-to-end production for fashion shows and campaigns, from client fittings to photoshoots.
- Produced consistent brand content across press releases, contracts, and marketing materials.
- Managed social media platforms and supported creative planning for upcoming collections.
- Ensured timely, accurate coordination between design, tailoring, and internal teams.

KCD - Maison Margiela, Paris

Production Assistant - Internship

2019

- Led the documentation of clothing and accessories for three consecutive seasons, ensuring accurate records and seamless coordination before each show.
- Assisted in all aspects of fashion show production logistics, collaborating closely with the Margiela team, stylists, and Creative Director John Galliano to ensure smooth execution.
- Organized essential show materials, including files, prints, and dresser cards, ensuring quick and efficient access for Galliano, stylists, PR, and the team.
- Assisted in coordinating the show lineup and finale, overseeing model placement and direction to ensure flawless show execution.