

# Sandra GHALY

Nationality/Residence: Egyptian/ United Kingdom  
D.O.B: 01 09 2004  
Email: [sandra.ayman@icloud.com](mailto:sandra.ayman@icloud.com)  
Mobile: +44 07470125819  
Skype/LinkedIn: Sandra Ghaly / [www.linkedin.com/in/sandra.ghaly-385917287/](https://www.linkedin.com/in/sandra.ghaly-385917287/)  
Portfolio: [sandraghaly.studio](https://sandraghaly.studio)



Final-year Design for Art Direction student combining strong visual sensitivity with structured project coordination experience. Interested in luxury fashion communication, image production, and creative operations within international brand environments.

## EDUCATION

---

**University of the Arts London**, London, United Kingdom 2023 – Present  
*Bachelor of Arts in Design for Art Direction, London College of Communication*  
Anticipated graduation date: 2026

**University of the Arts London**, London, United Kingdom 2022 – 2023  
*Foundation Diploma in Art & Design, Central Saint Martins*

**St. John American School**, Cairo, Egypt 2007 – 2022  
*American High School Diploma*

## WORK EXPERIENCE

---

**VML (Wunderman Thompson and VMLY&R), Cairo, Egypt** 2025  
Media Company  
*Creative Strategy & Social Media Internship*

- Worked on live strategic briefs and brand positioning for major international clients including Coca-Cola, Schweppes, SCB, and Vodafone, contributing to high-impact campaign development and planning.
- Supported integrated social media and creative strategies, adapting global campaigns for local markets and collaborating closely with senior strategy and creative teams on client-ready work.

**Sunday Studios, Bahrain** 2023 – 2024  
Fashion Brand  
*Art Director*

- Shaped brand visual identity, led Instagram-focused strategy, analysed performance and market trends, coordinated collection deliveries, and supported marketing, influencer partnerships, and customer insight integration.

**L'ETO, London, United Kingdom** 2022  
International Restaurant & Café  
*Floor Staff*

- Delivered high-standard front-of-house service, managing guest experience, order flow, payments, coordination with kitchen teams, and inventory support in a fast-paced international café environment.

## EXTRA-CURRICULAR EXPERIENCE

---

**International University of Monaco, Monte Carlo, Monaco** 2025  
*Luxury Business and Communications*

- Intensive program in luxury marketing, digital communication, cross-cultural business, and event management, with case studies (Chanel, Hermès, Dior, Prada) and in-person sessions with Oceanco, Ferrari Scuderia Monte Carlo, and Monte-Carlo Société des Bains de Mer.
- Applied learning through luxury event planning, analysis of physical vs. digital luxury retail, and development of international communication and etiquette skills.

### Inside LVMH

2025

*Luxury Business and Innovation in Creation & Branding, Retail & Customer Experience*

- Completed an LVMH-developed program covering creativity, excellence, and innovation, with in-depth focus on brand heritage, sustainability, customer experience, and the future of luxury.
- Analysed case studies from Louis Vuitton, Dior, Fendi, and Bulgari, gaining foundational knowledge in luxury management, brand storytelling, retail strategy, and cross-sector luxury markets.

### Conde Nast, London, United Kingdom

2024

*Vogue Summer School*

- Gained insight into fashion industry dynamics, including trend analysis, marketing strategy, fashion forecasting, retail management, and sustainability through expert-led sessions and workshops.
- Completed hands-on business simulations and assignments, developing marketing strategies and creative solutions to real-world fashion challenges; recognized for innovative ideas and presentations.

### University of the Arts London, London, United Kingdom

2023

*Fashion Styling, London College of Fashion*

- Academic and practical training in the history, evolution, and contemporary landscape of fashion styling, including the role of stylists, influential industry figures, and fashion media.
- Professional preparation in editorial research, concept development and pitching, fashion shoot execution, industry communication, and portfolio building with limited resources.

### University of British Columbia, Vancouver, Canada

2022

*Business Foundations*

- Core training in finance, marketing, operations, and management, with applied business analysis and financial planning.

### Kemet Art and Design, Cairo, Egypt

2019

*Graphic Design Diploma*

- Trained in visual design principles, branding, typography, and layout using Adobe Creative Suite (Photoshop, Illustrator, and InDesign).
- Created real-world promotional designs for local businesses through individual and team projects.

## COMPUTER SKILLS

Adobe Creative Suite: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects  
 Design Tools: Figma, Procreate  
 3D & Visualisation: Blender, Unreal Engine  
 Video & Post-Production: DaVinci Resolve  
 Creative Technology: TouchDesigner, MadMapper  
 Programming: Python, JavaScript  
 Physical Computing: Arduino  
 Version Control: GitHub  
 Microsoft Office: Word, Excel, PowerPoint  
 Operating Systems: macOS, Windows

## TECHNICAL & WORKSHOPS SKILLS

Printmaking: Riso, Offset Lithography  
 Digital Print Production: Inkjet on Special Substrates  
 Bookbinding: Hardcover, Coptic, etc.  
 Publication Finishing  
 Editorial Prototyping: Physical Mock-ups  
 Print Production: Paper Selection & Materials

## LANGUAGES

Arabic: Mother Tongue  
 English: Fluent  
 French: Intermediate