

MIA EMAD
Lebanese
Beirut, Lebanon

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ACADEMIC BACKGROUND

American University of Beirut (AUB)

Bachelor of Business Administration (BBA) at the Olayan School of business (OSB)
Emphasis in Marketing
Placed on the Dean's Honors list in Fall 2018 - GPA: 3.3

Beirut, Lebanon
September 2015 - June 2018

Universidad Carlos III de Madrid (UC3M)

Study Abroad Program

Madrid, Spain
September 2016 - December 2016

Collège Notre Dame de Nazareth

French Baccalaureate in Economics and Social Sciences - Graduated with distinction

Beirut, Lebanon
September 2000 - May 2015

University of California Los Angeles (UCLA)

Law Classes Program

Los Angeles, California
July 2014

PROFESSIONAL EXPERIENCE

AlphaSights

Associate - Consulting

Dubai, United Arab Emirates

January 2019 – July 2019

- Vocalized client knowledge needs and mapped them to C level experts through day-to-day communication and negotiation
- Analyzed complex client briefs and conducted thorough research to connect professionals with the insight and expertise they need in a fast-paced environment
- Performed project and client user management, industry mapping, advisor search and rapid conversion

Leo Burnett

Intern - Client Servicing

Beirut, Lebanon
June 2018 - July 2018

- Participated in the *Leo Academy* program and executed a whole campaign from brief writing to project delivery
- Worked on several campaigns for major brands

Bank Audi

Intern

Beirut, Lebanon
July 2016 - August 2016

- Assisted retail bankers in everyday transactions
- Participated in the offsite training program and learned about the different jobs in a bank

Arcenciel

Intern - Marketing

Beirut, Lebanon
September 2014

- Enhanced the social media platforms and conducted improvements for the website
- Gathered information about the different donation centers and conducted photo-shoots

EXTRACURRICULAR ACTIVITIES

L'Oréal Brandstorm Competition

- Worked on a project to reinvent the beauty salon experience
- Reached the Lebanese national finals and presented the pitch to a jury of experts

Beirut, Lebanon
January 2018- April 2018

AUB Outdoors

- Participated in the creation and execution of the offline marketing campaign for the biggest student led festival in Lebanon

Beirut, Lebanon
February 2018- May 2018

Les Restos du Coeur

- Volunteered weekly as a meal server for underprivileged elders

Beirut, Lebanon
February 2018 - September 2018

Order of Malta

- Participated in camps for disadvantaged children and elders

Beirut, Lebanon
December 2015 - Present

Model United Nations (MUN) program at the Lebanese American University (LAU)

- Attended training sessions about the UN's history and work
- Participated in a simulation of a UN conference as a delegate representing Brazil

Beirut, Lebanon
October 2012- May 2013

SKILLS

- Language related: native proficiency in written and conversational English, Arabic and French, professional working proficiency in Spanish
- Professional working proficiency with Microsoft Office (Excel, PowerPoint, Word, Outlook)