

Serge Assaad

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Education

American University of Beirut

August 2014 – December 2019

Bachelor of Engineering in Civil Engineering (BE)

WAAAUB - Dubai and Northern Emirates Chapter Full Scholarship

Dean's Honor List

Lebanese Evangelical School for Boys and Girls

September 2012 – May 2014

GCE Advanced Level in Math, Physics and English with Distinction.

Professional Experience

Founder

Plastick – Beirut, Lebanon

July 2016 – May 2019

Identified a gap in the market for personalized premium lighters. As of Q4 2018, the company had grown to supply upwards of 100,000 lighters across major gadget stores, supermarkets and chains.

- Oversaw management and strategies dealing with client acquisition and relations, marketing, sales, distribution, designing and manufacturing.
- Modeled and executed extensive business plan.
- Managed multiple, concurrent processes and where necessary prioritized to ensure all deadlines.

Structural Engineer Intern

Dar Al-Handasah – Beirut, Lebanon

June 2018 – July 2018

- Assisted in designing and checking reinforced concrete columns and beams on UAE's Al-Maktoum International Airport project.
- Helped Senior Engineer in foundation and slab design for various residential projects.
- Trained in steel and concrete design for seismic activity.

Accounting Intern

Cablevision – Beirut, Lebanon

June 2013 – August 2013

- Posted billed services to the company's general ledger.
- Acquired skills in economic and monetary processes in major companies.

Freelance Graphic Designer

Murad Group – Sharjah, United Arab Emirates

July 2012 – September 2012

- Produced the company's logo in compliance with client taste.
- Designed flyers and catalogues to complement the company's steel gates' aesthetic.

Software Skills

AutoCad

ETABS

SAFE

SAP2000

ArcGIS

MATLAB, C++

Autodesk Revit

Microsoft Office

Adobe Photoshop

Ableton Live 10

Adobe After Effects

Leadership

Previous member of New Life
NGO

Languages

Fluent in English, Arabic and
French

Hobbies and Interests

Technology and AI

Sound Engineering

Short Movie Production

Astrophysics

Skateboarding

Football

Tennis

Piano

Drawing

Hiking