

Joseph Geha

Email: joseph_geha_ym@hotmail.com **Phone:** +961 3472878 **LinkedIn:** www.linkedin.com/in/joseph-geha

SUMMARY

Creative, cultured, humble, and hard-working, performs well under pressure. Capable of quickly adapting to changes in duties or the work environment, while giving out pertinent insights to help the business thrive through the unique point of view that I've assembled while working in differing industries and fields.

EDUCATION

American University of Beirut - Beirut, Lebanon 2016 – 2019
Bachelors in Business Administration – Marketing. GPA: 3.11

College Notre-Dame des Soeurs Antonines - Hazmieh-Jamhour 2013 – 2016
Lebanese Baccalaureate – Sociology and Economics

EXPERIENCE

Morgan International – Beirut, Lebanon 08/19 – 08/19

Marketing Coordinator Intern

- Engaged in B2B communications during product research.
- Expanded knowledge of professional business certifications such as CPA, CFA, SHRM, and CDMP.
- Created/Updated the company's competitive situational analysis report for 8 different products in 5 different countries (Lebanon, UAE, KSA, Jordan, and Canada).

Instabeat – Beirut, Lebanon 05/19 – 07/19

Content Creation Intern

- Created blog posts on the company's blog to increase customer interaction.
- Familiarized with tools such as WordPress.
- Participated in marketing campaigns and gave advice about content direction.

OLX GROUP – Beirut, Lebanon 01/19 – 02/19

Lead Generation and Telemarketing Intern

- Generated customer leads for new and innovative service Cash My Car™.
- Analyzed consumer data and buying trends in relation to automobile transactions on the OLX platform.
- Collaborated with Marketing and Data departments to increase service awareness and fine tune our targeting approach.

The John B. Pierce Laboratory, Yale University – USA 06/18 – 07/18

Neuroscience Research Intern

- Learned and adapted quickly to a brand new field outside of specialization.
- Performed scientific research and analysis through experimentations on 7 participants.
- Conducted neural research and analysis via decision-making games.

Credit Libanais Bank – Beirut, Lebanon

08/17 – 09/17

Intern in Customer Service

- Took part in day-to-day operations within the banking system.
- Entered and processed Data.
- Dealt with Customer Service experience first-hand.

EXTRACURRICULAR ACTIVITIES

Toastmasters Public Speaking Club – Beirut, Lebanon

09/16 – 09/17

Member

- Developed and perfected public speaking skills by giving impromptu speeches.

AUB Secular Club – Beirut, Lebanon

09/16 – 09/17

Member

- Planned panel discussion “The Future of Oil and Gas in Lebanon: Fears and Solutions”.

Scouts du Liban – Beirut, Lebanon

10/10 – 02/16

Chief of Patrol

- Organized fund raising events (festivals, parades, movie screenings ...).

SKILLS AND LANGUAGES

Computer skills: Microsoft Office Suite, Outlook, Google Drive, Dropbox, Social Media (Facebook, Instagram, Youtube...).

Soft skills: Planning, Teamwork, Problem Solving, Creativity, Creative Writing, Public Speaking, Project Management.

Interests and Hobbies: Literature, Movies, Rock Climbing.

Languages: English (Expert), French (Expert), Arabic (Native), Italian (Proficient).

CERTIFICATIONS & COURSES

Fullbridge U Program at AUB – Beirut, Lebanon

09/19 – 12/19

- Developed skills in various areas such as Communication, Teamwork, Problem Solving, Project Planning and Design Thinking.
- Put skills to the test during live training activities.

Strategic Management Certificate at AUB – Beirut, Lebanon

06/19 – 07/19

- Top student of Strategic Management Class, Summer 2019 at AUB.
- Awarded in recognition of extraordinary performance in case analysis, contribution and teamwork.

Copywriting Kit Online Training Program by Practical Psychology

10/19 – 10/19

- Online course in copywriting focused on selling and freelance copywriting.
- Course geared towards persuasive writing, compelling content and becoming a results-driven copywriter.

For references please contact:

- Dr. Marina Apaydin, MSEE, MBA, MA, PhD (Assistant Professor of Strategic Management): ma266@aub.edu.lb
- Leila Khauli Hanna, MBA (Lecturer and Marketing Consultant): lk02@aub.edu.lb