

LAMA I.MASSALKHY

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EDUCATION

Lebanese American University

International Business

Honors student – GPA: 3.33

Developed a business plan for a mobile application that links psychologists, therapists, and people in need of consultation in the MENA region.

Earned Second place in LAU Beirut and Jbeil in Capsim Simulation-Strategic Management.

Sep 2016 - Jun 2019

Anthony Rizk Certified Life Coach Program

Certificate from The National Federation of NLP

Certificate from The Behavioral Coaching Institute

Certificate from The International Coaching Council

Certificate of membership in The National Federation of NLP

Jan 2019 - Feb 2019

University of California, Berkley

CSR and Project Management

Honors student – GPA: 3.3

Chosen CEO of semester project based on an evaluation sponsored by Harvard University, where a company with 580 employees working in change management was simulated.

Developed a Corporate Social Responsibility department for UPS as part of a sustainable project for the semester.

May 2018 - Aug 2018

PROFESSIONAL EXPERIENCE

Cent Vent E-Commerce Business

Founder & CEO

- Created the concept of the online store.
- Bought items from other countries to promote and sell them online.
- Dealt with Liban Post and UPS for the shipping and delivery procedures.
- Searched for trendy products and sold them based on demand and predictions in the market.
- Dealt with customers and built relationships with them.
- Made deals with offline shops and sold products through their businesses.
- Worked with a designer to build the brand and post edited videos.

May 2017 - Aug 2018

United Parcel Service, UPS

Intern

- Exposed to the shipping processes and procedures of their international practices.
- Worked on pricing and shipping cases, requiring rules and regulations, and their application on each case.
- Learned the different types of waybills and how to price them based on different metrics (weight vs dimension).
- Conducted an extensive market research as a project which was then used to make strategic decisions.

Jul 2017 - Aug 2017

Model Arab League, MAL

Public Relations Coordinator

- Dealt with food, media sponsors and inviting VIP personnel to MAL sessions and conferences.

Feb 2016 - Nov 2017

Bank Audi Headquarter

Intern

Group Corporate Banking

- Used financial ratios to finish credit analyses.
- Worked in syndicated loans and documentation.
- Learned about project financing for International companies and branches.

Jul 2016 - Aug 2017

Retail/Sales unit

- Learned and got detailed insights about Audi's services from car loan, personal loan, Standa loan, to house loan.
- Followed up on the Car loans with the DSF (Direct Sales Force) and the CLD (Consumer Lending Department).
- Prepared three types of car loans, simulators (special rate, special rate +zero franchise and zero franchise, or/+ easy buy).
- Prepared a loan simulator based on given applicant information.
- Enhanced my emotional intelligence skills through working under pressure, experience, and a lecture given by the head of sales unit.

Nobel for Auditing**Jul 2015 - Sep 2015***Accountant*

- Learned and used different accounting softwares.
- Prepared company accounts and tax returns for audit.
- Adjusted the cash and prepared a bank account reconciliation.
- Applied different types of financial statements such as: balance sheet and income statement.
- Journalized, adjusted, and closed entries for different companies.

Virgin Megastore**Nov 2014***Sales*

- Learned sales skills from trainings and applied sales techniques while interacting with clients.
- Became familiar with the sales system of Virgin Megastores.
- Completed sales reports each morning.
- Managed stock of a perpetual system.

CERTIFICATES/AWARDS/PUBLICATIONS

- Certified Life Coach (Found in the Education section above)
- Soliya Connect Program certificate: Bridging Arab and Western societies.
- Sales Person of the month and exceeded the requested target while working Virgin Megastores.
- Major contributor to the IGI global publication through the "Entrepreneurship and Business Innovation in The Middle East" book.

Feb 2018**Feb 2017 - May 2017****Nov 2018****Aug 2016 - Aug 2017****CONFERENCES/ WORKSHOPS/ SELF DEVELOPMENT**

- Social Entrepreneurship Summit 2017- Social Entrepreneurs Under Construction – ESA Business School
- Advanced Social Media: Digital marketing and social media specialist – Morgan International

May 2017**Jul 2017 - Aug 2018****LANGUAGES AND SKILLS**

- **Languages:** English (Fluent), Arabic (Fluent/native)
- **Computer skills:** Google forms, Microsoft Office
- **Business skills:** Analytical thinking, communication, time management, team work, developing a business plan, team leadership, and problem solving in complicated situations.

SPORTS

- Former 2nd division professional basketball player at Riyadi club.
- Certified from Master Chaoyang Chen in Wu Shu and Martial Arts
- Lebanese Kung Fu Champion in different types of dances for four consecutive years.
- Basketball Championship award in Athens, Greece

MEMBERSHIPS

- Organizer of the Avant premiere of Fast and Furious 7 fundraising event.
- Former Member of the organizing committee of LEO Cadmous
- Certified participant in "Be a Hero for a Day" initiative and served the community during 3 hours with arcenciel.as part of Bank Audi Volunteer program.

REFERENCES

References made available upon request