

Cynthia SAAD

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Business Analyst Intern

1.5 year of professional experience in educational technology
Highly analytical and client-oriented
English – French - Arabic



EDUCATION

Sep 2019- June 2020	ESCP EUROPE Master in Big Data and Business Analytics – “Top Ranked Master worldwide by Financial Times” Specialization in Business Analytics Core courses: Data Mining, Machine Learning, Analytical Modeling, Consumer Insights and Analytics, Enterprise System Improvement. Class Representative for the 2019-2020 academic year; attending different school events and fairs, answering potential Big Data applicants’ questions, organizing events and study sessions	Paris Berlin
Oct 2014- June 2018	NOTRE DAME UNIVERSITY – LOUAIZE (NDU) Bachelor in Business Administration Specialization in Business Marketing Relevant coursework: Economics, Market Research, Finance & Financial Reporting, Consumer Psychology, Supply Chain Management Dean’s Honor List for 4 semesters Certified marketing, finance and economics tutor Executive committee member in the Consulting Club Participant in the YoungLeaderSHE program	Beirut

EXPERIENCE

Feb 2018- Aug 2019	SYNKERS Education Ed-tech startup helping learners connect with background checked tutors Marketing Specialist Business Development <ul style="list-style-type: none">Developed a business strategy using requirements such as scope, growth rate, alternatives, and risks with measurable KPIsPartnered-up with strategic institutions and firms such as the American University of Beirut, Uber and other local companiesEfficiently worked with historical data on analytical platforms to launch successful digital marketing campaigns focusing on drip marketing, social media platforms, and search engine optimizationParticipated in TechCrunch Start-up Battlefield event presented by Facebook Start where Synkers won the 1st runner up prizeConsolidated financial data and implemented automated templates with Excel for the products performance follow-upLed and managed a team of 16 brand ambassadors in 5 different universities.Drafted pitches and delivered presentations aimed at executing deals, raising funds, and introducing new features and practicesAssisted in creating the product roadmap and highly contributed to UX changes based on analyticsResearched potential investors and performed 3 market research reports in Lebanon and the UAE	Beirut
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LANGUAGES AND COMPUTER SKILLS

Arabic: mother tongue | **English:** fluent – C2 | **French :** intermediate – B2

Proficient with Microsoft Office Suite | Advanced with Excel (VBA) |

Proficient with TABLEAU, Microsoft Azure, SPSS & KNIME(certified) | Knowledge of Python 3, R Studio & SQL | Knowledge of IBM, Watson & WEKA | Proficiency of Google analytics, Facebook Ads & Database management

EXTRA CURRICULAR ACTIVITIES & PERSONAL INTERESTS

MAKE-SENSE

Co-organizer and trainer: helping young entrepreneurs develop and scale their social projects

Scout Movement

Active member for 10 years | In charge of leading “Les Jeannettes” for 4 consecutive years

Sports

Scuba Diving (NAUI certified diver), Mountain Climbing, Hiking, Swimming, Aerial Yoga

Travel

Currently enrolled in a Master degree in 2 different European cities with a study trip to Beijing, China