

Bassel Khaled

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EDUCATION

American University of Beirut – AUB

2016 - 2019

Bachelor of **Business Administration** • Concentration in **Marketing**

GPA: 3.3/4 • **Dean's Honors List:** Spring 2019

Byblos bank Card Loyalty Program Revamp competition Fall 2019 - Competed against 9 groups and won first place.

Full Bridge U Program Certification - a two months' career preparedness course focused on effective communication, teamwork, design thinking, and critical work management skills.

Relevant courses: Consumer Behavior, Marketing Communications, B2B marketing, Customer experience Design

PROFESSIONAL EXPERIENCE

Hill and Knowlton Strategies – Dubai, United Arab Emirates

Oct. 2019

Technology Practice Intern

- Handled social media and community management.
- Developed influencer profile presentations.
- Drafted press releases.
- Monitored and accumulated media coverage of a client at the GITEX event.

Eastern T.A.C.T sal – Beirut, Lebanon

Aug. 2019 – Sep. 2019

Marketing Intern

- Attended client construction project tenders and assisted in the pricing of 'bill of quantities' and preparation of tender documents.
- Shadowed company partners and learned about the lead generation process and communicating competitive advantage to clients.
- Assisted in harmonizing brand identity within the company's developing website by working closely with web designers and developers.

Bankmed – Beirut, Lebanon

June 2019 – July 2019

Intern

- Conducted research and reported on technologies that will affect the future of banking such as blockchain, cryptocurrencies, and artificial intelligence.
- Conducted research on how to improve the bank's youth loyalty program through group interviews and surveys and reported on the findings,
- Shadowed and assisted employees in different departments of the bank including (sales, operations support, teller).

EXTRACURRICULAR ACTIVITIES

Toastmasters International Club

2016 - 2019

- Participated in a series of workshops that developed effective communication, presentation, and leadership skills.
- Produced and performed numerous impromptu speeches in front of an audience composed of club members and guests.

Japanese Culture Club

2016 - 2019

Public Relations Cabinet Member

- Organized social events celebrating various Japanese festivals such as Tanabata & Mikoshi.
- Organized several Japanese cuisine cooking classes.
- Hosted an Anime and cosplay convention with over 100 attendees in collaboration with the Harry Potter Club.

SKILLS AND INTERESTS

Languages: English (Native), Arabic (Native)

Soft Skills: Strong Verbal and written Communication skills, People Oriented

IT Skills: Microsoft Office (Excel, Word, PowerPoint), Social and New media

Interests & Hobbies: Reading, Basketball, Board Games, Japanese Culture