

Jessica Terzian

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EDUCATION

American University of Beirut (AUB)	08/2017-present
Bachelor's Degree in Business Administration- Marketing Concentration; GPA: 3.3/4	
Minor in Engineering Management	
Minor in Psychology	
Dean's Honors List	08/ 2019-01/2020
Armenian Evangelical College	08/2003-06/2017
Lebanese Baccalaureate (Life Sciences) with distinction; Cumulative GPA: 3.93/4; received awards	

WORK AND LEADERSHIP EXPERIENCES & CERTIFICATIONS

Sila (Startup)	12/2020-04/2021
Digital Marketing Officer Internship	
◦ Conducted market research (competitor research)	
◦ Developed online presence on LinkedIn and Twitter by posting relevant articles in the EdTech field	
◦ Handled outreach and branding	
◦ Transcribed and conducted interviews	
AMAL Entrepreneurship Program with AIESEC in AUB certificate of participation	07/2016-08/2016
◦ Developed a business plan for a social entrepreneurship "TULL", targeted to improve Lebanon's economic and environmental conditions	
◦ Managed and led a team that presented a social entrepreneurship idea	
◦ Pitched our business idea to successful Arab entrepreneurs	
KNX ETS-5 Basic Course Building Automation System Training completion certificate	08/2018
Lebanon's 1st Positive Psychology Conference certificate of participation	03/2019
The "Armenian Wikimedia" 10-day workshop certificate	08/2016
◦ Enriched and contributed to Armenian Wikipedia by translating and writing articles	

PROJECTS ACCOMPLISHED & EXTRA CURRICULAR ACTIVITIES

Author of a chapter of the Digital Entrepreneurship Book	05/2019-11/2020
◦ Published by Springer in November 2020, entitled "Challenges and Opportunities of Digital Entrepreneurship in Developing Countries", with the guidance of co-author, Dr. Georges Samara	
Staff Writer at AUB Outlook	02/2021-present
◦ Wrote articles that were published in the Lifestyle and Health & Wellness subsections	
Head Booker for AUBTalks	01/2020-present
◦ Booked guests on the AUBTalks show, through curating emails sent to guest speakers, experts, and attendees	
◦ Managed strategic outreach of expert speakers, guests, and attendees	
◦ Assisted with planning and outlining the show and generating content ideas	
Treasurer of AUB's Latino Dance Club	08/2018-05/2019
◦ Landed 6 sponsorships deals for the annual Latin Night	
◦ Handled the Latino Dance club's finances	
◦ Delegated AUB's Annual Latin Night and in organizing and managing the club's events and activities	
Volunteer at Lebanon's Children Cancer Center	02/2018-10/2020
◦ Assisted the Child Life Department to organize activities for the children at the center	
◦ Engaged in fun activities such as arts, crafts, and games to ensure the kids had a pleasant time	
Volunteer at the Armenian Relief Center in Lebanon (ARCL) as a social worker	08/2016-09/2016
◦ Coordinated the process of covering Armenian families' medical bills after visiting their homes and observing their household circumstances	
◦ Helped candidates find job opportunities by matching their profile to current vacancies	
Latin Dancer at Khanito Dance Academy and Dance Factory	07/2014-04/2018
Classical Guitarist at Hamazkayin School of Music and Arts	09/2010-01/2019

SKILLS SUMMARY

Languages: Fluent in English, Armenian, and Arabic, with basic knowledge in French (writing, reading and speaking)
Computer Skills: MS Word, MS Excel, MS PowerPoint, MS Project, Canva, MATLAB, and C++