

Rana Bou Saada

Communications specialist with strong writing skills, a commitment to continuous learning and a passion for strategic marketing.

Education:

2019 – Present: **Lebanese American University (LAU) - Beirut, Lebanon**

One of the top 5% international business schools with an AACSB accreditation

Master of Business Administration

Current GPA: 4/4

2013 – 2016: **Lebanese American University (LAU) - Beirut, Lebanon**

Bachelor's Degree in Communication Arts - Emphasis on Journalism

Minor in Economics

Campus Valedictorian, GPA: 3.99/4

Writer and Editor for The LAU Tribune

1998 – 2012: **Notre Dame Des Anges – Badaro, Lebanon** *French –educated at school*

Lebanese Baccalaureate – Economics and Social Sciences (ES) Section

(Ranked fifth in Lebanon and first in Beirut in the Lebanese Official Baccalaureate)

Work Experience:

Sept 2019 – Present: **Lebanese American University – Beirut, Lebanon**

Research Assistant at Adnan Kassar School of Business, Marketing Department

- Perform literature reviews.
- Edit research papers and shorten manuscripts based on reviewer's comments.
- Analyze qualitative interviews and code results.
- Conduct general research and summarize findings.

Mar 2018 – Jan 2020: **Beirut Waterfront Development S.A.L. – Beirut, Lebanon**

Communications & Marketing Coordinator

- Create coherent offline and online communication strategies, aligned with the company's business plan.
- Produce monthly internal and external newsletters to communicate with employees and clients.
- Manage websites and other digital communication platforms to target potential clients.
- Design and publish promotional content and paid advertisements on Zaitunay Bay and Le Yacht Club - Beirut social media accounts.

- Organize, manage and promote public events to raise brand awareness and increase the company's commercial activity.
- Communicate with private clubs around the world to set up fruitful reciprocal agreements.
- Enhance capacity building through preparing and delivering training sessions to colleagues.

July 2018 – Oct 2018: Mariam TV Channel – Dora, Lebanon

Co-host & Content Producer

- Co-host weekly live TV show, Coffee Break.
- Research cultural topics and new trends to be featured on the show.

Feb 2017 – Mar 2018: Bank of Beirut – Beirut, Lebanon

Digital Communications Officer

- Create, translate and schedule daily digital content, from press releases and reports to captions and blog posts.
- Monitor and assess the implementation of digital plans, revise them as needed and optimize their reach.
- Conceive orientations, on-ground activations and communication messages for the bank's internal community.
- Promote internal and external success stories through conducting relevant interviews and documenting them.

Jul 2016 – Jan 2017: ArabAd Website – Beirut, Lebanon

Web Content Writer

- Create online versions of the magazine's articles and upload them to the website.
- Contribute to the content by writing news features and opinion pieces.

Oct 2016 – Jan 2017: Orient Palms – Online Fashion Magazine

Freelance Writer and Translator

- Write, edit and translate various articles.
- Verify information, interview sources and cover events.

Dec 2016: Arab Reporters for Investigative Journalism

Co-writer of an investigative report

- Write investigative report – Lebanon: Failure to implement the law deprives people with special needs of their rights - and publish it in collaboration with Arab Reporters for Investigative Journalism at Al-Hayat newspaper.
- Gather and fact-check information through case studies, field visits, public documents etc.

Feb 2016 – Apr 2016: Notre Dame Des Anges – Badaro, Lebanon

Tutor

- Plan, prepare and deliver Sociology lessons to 12th grade students.
- Revisit key concepts to meet students' educational needs.

Oct 2013– Jun 2014: **Eastwood College – Mansourieh, Lebanon**
Piano Instructor

Internships:

Jun 2015 – Jul 2015: **ASDA'A Burson-Marsteller – Beirut, Lebanon**

Jul 2014 – Aug 2014: **Annahar Newspaper – Beirut, Lebanon**
Economic News Section

Workshops:

Dec 2019: **Social and Behavioral Responsible Conduct of Research at Collaborative Institutional Training Initiative – Online Course**

Sept 2018: **Advanced Social Media Workshop at United Project SARL - Lebanon**

Jul 2018: **Adobe Photoshop Essentials at Expertise Training Center – Lebanon**

Nov 2017: **Writing for the Web at Université Saint-Joseph – Lebanon**

Oct 2017: **Understand Marketing Principles at Bank of Beirut Academy – Online Course**

Sept 2017: **Digital Marketing at Intoact – Lebanon**

Dec 2016: **Arab Reporters for Investigative Journalism's Annual Conference - Amman**

Aug 2015: **TV presenting at Bright I – Lebanon**

Computer Skills:

Microsoft Office Suite

Adobe Photoshop CC - intermediate knowledge

Adobe Premiere Pro CC - basic knowledge

SPSS Statistics – basic knowledge

Wordpress – Set up my [personal blog](#)

Interests & Activities:

Active member at Toastmasters International's Pro-toast Club for public speaking and leadership;
In addition to attending art exhibitions and theater plays, playing the piano and reading.

Languages:

Arabic, English and French – Fluent

Spanish – Beginner