

# Bushra Daou

[bushra8@live.com](mailto:bushra8@live.com) | +96178966378 | Beirut, Lebanon | [LinkedIn](#)

## EDUCATION

**American University of Beirut – Olayan School of Business**, Beirut, Lebanon  
Finance and Marketing  
*Dean's Honor List*, GPA: 3.6

Expected Graduation: 2021

**The International School of Choueifat**, Doha, Qatar  
Highschool Diploma

September 2008 – April 2017

## RELEVANT WORK EXPERIENCE

**Self Employed**, Beirut, Lebanon

January 2020 – May 2020

**Private Tutor**

- Delivered in-person and online instruction to 10 Business Finance students for 40+ hours.
- Assisted students with the course material, and achieved an overall average of 90.5%.

**Beirut International Model United Nations - BEYMUN**, Beirut, Lebanon

September 2019 - Present

**Co-Director of Development**

- Developed an interactive website to provide information about the conference, incorporate and showcase the work of other teams, and to optimize the registration process for delegates.
- Organized events that included raising funds for several NGOs as part of the Community Outreach Program.

**Business Student Society at AUB**, Beirut, Lebanon

September 2018 – Present

**Cabinet Member – Marketing Team Leader**

- Created engaging content on social media platforms that lead to a 45% increase in engagement rate.
- Formulated strategies to host the annual events held by BSS despite COVID-19 and the economic crisis.
- Designed advertisements and promoted BSS' Gala Dinner in collaboration with the marketing team, leading to an increase in attendees by 20% from the previous year.
- Assisted project managers and travel agencies in the planning and day to day organization of a trip to Europe that consisted of 120 students.

## RELEVANT PROJECTS

**Olayan School of Business**, Beirut, Lebanon

September 2018 – Present

- Digital Marketing:** Assessed the social media platforms of a brand and used analytical tools to evaluate their performance, in addition to tracking their website traffic and SEO performance, and created a digital Christmas Campaign that was aligned with the brand's values and based on data founded.
- Customer Experience Design:** Evaluated a Lebanese startup and implemented new strategies in order to provide customers with a unique brand experience and improve its performance in the Lebanese market. This led to an increase in sales by 30% during the first 2 months.
- Marketing Strategy:** Introduced Amazon Go to the Lebanese market, alongside 3 team members, while analyzing the market environment and setting a clearly defined marketing strategy.

## EXTRACURRICULAR ACTIVITIES

**Youth Leadership Programme by UNDP, 6<sup>th</sup> Cohort**, Beirut, Lebanon

May 2020 - Present

- Engaged in an 8-week training program by Injaz, Lebanon to be able to create innovative solutions in response to sustainable development challenges.
- Pitched my initiative by the end of the program and planned to execute it in support for social impact and the SDGs.

**Scouts Association**, Beirut, Lebanon

June 2018 - Present

- Guided a team of Scout members and trained them using Scouts methods to make an impact.

## SUMMARY SKILLS

**Languages:** Fluent in Arabic and English.

**Computer skills:** Reuters, MS Office, Excel, PowerPoint, Analytical tools, Adobe Photoshop.

**Soft skills:** Leadership, Teamwork, Communication, Organization, Creativity, Willingness to learn.