

## KEY COMPETENCIES

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Digital Marketing - Integrated Marketing Communications - Content Marketing –Human Resources-  
Understanding of psychological research and the applications of psychology

## EDUCATION

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**American University of Beirut (A.U.B), Beirut, Lebanon** August 2018

**Bachelor degree in Business Administration– concentration in Marketing**

**Minor in Psychology**

**GPA:** 3.11

Expected graduation date: July 2021

**Collège Maristes Champ Ville- Dik El Mehdi, Lebanon** 2004-2018

Lebanese Baccalaureate II, Life Science- with Distinction.

## EXPERIENCE

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**Baroud Steel Industries – Mtein, Lebanon** 06/2020 to 08/2020

Position Held: Intern – Marketing

- Assisted the branch manager in managing the sales team to reach their targets.
- Worked with the marketing department for the repositioning campaign by setting KPIs and enhancing social media presence.
- Monitored all social media platforms for trending news, ideas, and feedback

## EXTRACURRICULAR ACTIVITIES

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- Scout du Liban - group Saint-Esprit Kobeizy 2011–2018  
Responsible for teams ranging from 8 to 40 members.  
Participated in over 10 camps in Nature.
- Volunteer work  
Managed and Organized Charity Events as a service for scouts.  
Attended community events and workshops regarding the benefits of recycling and other environmental initiatives. (NGOs : Bonheur Du Ciel, Arc En Ciel, Mission de vie – Lebanon)
- Model United Nations 2016-2018  
Participated in many different conferences and debates.  
Participated in different teamwork activities  
Participated in problem-solving and critical thinking activities
- Active member of the TedxAUB club and visual arts club.

## WORKSHOPS AND CERTIFICATIONS

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- MUN Participation Certification.
- Business and culture certificate of completion
- Full Bridge U Program:  
Attended an 8-week training program that focuses on effective teamwork, problem-solving, project planning, and design thinking.

## SUMMARY SKILLS

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- **Languages:** fluent in written and spoken: English, Arabic, and French.
- **Computer skills:** proficient in using Microsoft Office (MS Word, Excel, PowerPoint...)
- **Soft skills:** Leadership, Negotiating, Teamwork, and Creativity.
- **Interests:** art, camping, hiking, and photography.