

Lynn Hamamji
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American / Lebanese

EDUCATION

American University of Beirut, Beirut, Lebanon September 2015- June 2020
BA in Business Administration (Distinction) – Business Information and Decision Systems (BIDS)
GPA: 3.3

International School of Choueifat, Abu Dhabi, UAE August 2002 – June 2015

WORK EXPERIENCE

Memac Ogilvy, Beirut, Lebanon June 2019 - August 2019

Social Media, Advertising, & PR Intern

- Created brand content for social media accounts
- Conducted market research and competitor analysis of a client (grocery delivery app)
- Developed a PR action plan for a learning disability campaign (academic medical center)
- Drafted creative briefs containing the objectives, audience, KPI's, and insights of campaigns
- Generated advertising reports, monthly performance reports, and social media audit

CERTIFICATIONS

- Facebook Digital Marketing Associate Certification
Facebook Blueprint, Jan 2021

- Facebook Social Media Marketing Specialization
Coursera, Feb 2021

UNIVERSITY PROJECTS

Automating the Forecasting Price of Real Estate on Azure ML 2020

-Built a boosted decision tree regression model to automate pricing predictions of properties and identify the most significant price-sensitive property characteristics to minimize prediction errors and loss of sales.

Determining the Success of a Startup Using SPSS 2020

- Built a predictive model using SPSS to understand what factors impacted the success of materializing a startup idea and obtaining the desired funding, along with the predictors most likely to affect the outcome.

Information System Design (Startup Jewelry Manufacturing) 2019

-Studied a business process of a jewelry manufacturing company and designed an IS to provide a solution that enabled the automation of this process to improve their efficiency and operate more sustainably.

EXTRACURRICULAR ACTIVITIES

BEYMUN - Logistics Team Member 2019 - Present

- Established quality control of supplies and assisting in the set up to guarantee a memorable experience
- Secured venues for committee sessions and opening and closing ceremonies
- Developed a logistics checklist to be followed the days of the conference

SUMMARY SKILLS

English (Fluent), Arabic (Proficient), French (Basic)

Microsoft Office, SPSS, ML Azure, Google Analytics, Tableau (Beginner)

Traveling, volunteer work, outdoor activities