

EDUCATION

American University of Beirut | Master's in Business Analytics (MSBA)

09/2020 - Present

GPA: 4/4 | Expected graduation date: 09/2021

American University of Beirut | Bachelor's in Business Administration (BBA) | Finance

GPA: 88.3/100 | Dean's Honor List Student (6 semesters over 6)

Beta Gamma Sigma member: A lifetime member of Beta Gamma Sigma. BGS has chapters at only the top 5% of business programs, and only the top performing scholars from those programs are invited.



08/2017 - 05/2020

Collège de la Sainte Famille Française Fanar

Lebanese and French Baccalaureate – General Science with Distinction

10/2002 - 06/2017

EXPERIENCE

Mediaplus UAE – Data Analyst Freelancer

06/2021 - Present

- **Automated their work:**
- Designed and applied the process of real-time data extraction from several advertising platforms using their APIs (Google ads, Facebook ads, Tiktok ads, Snapchat ads manager ...)
- Transformed and loaded the extracted data into a single centralized data warehouse.
- Built an automated dashboard to generate insights and evaluate the company's performance to improve its ROI.

OSB AUB – Graduate Assistant

09/2020 - Present

- Developed an MBA Course 'Digital Transformation'.
- Structured and assisted the Managerial Decision-Making course.
- Provided students with support sessions for solving problems.

Bank Audi – Internship

Summer 2019

- Rotation training in branch: shadowed teller transactions, opened accounts, domiciled bills, originated loans.
- Participated in workshops featuring an overview of the bank's different functions and behavioral topics.
- Joined CSR events and initiatives.

Brands and Beyond – Accounting Internship

Summer 2018

- Prepared daily financial reports and recorded daily business transactions.
- Controlled cash and resolved invoice problems.

ACHIEVEMENTS AND EXTRACURRICULAR ACTIVITIES

AUB Consulting Club – Member

- Participated in case solving workshops and consulting events.
- Engaged in teamwork and leadership experiences.
- Developed a methodology of structured thinking.

Guide du Liban Association – Scouts Leader

- Responsible of a group of 40 scout girls (12-15 years old).
- Initiated environmental projects and social projects with orphans, disabled children, and elders.
- Prepared and planned for camps and activities, responsible of budgeting, first aid response and inventory tracking.

Volunteer

Volunteered at: Ecole Libanaise pour les Aveugles et Sourds, Sesobel, Oum el Nour, Psychiatric Hospital of the Cross.

Fullbridge U Program Certification with distinction

A 2-months career preparation course focused on effective communication, teamwork, design thinking, and critical work management skills.

Projects

- Collected data from the online department of a clothing company and proposed an action-oriented solution for the low conversion rate, supported by analytical results using RStudio, aiming to increase it from 1.2% to 1.86%.
- Created a fake review detection algorithm and applied sentiment analysis on hotel reviews with an accuracy of 91%.
- Forecasted the level of CO2 emission using ARIMA and ETF models with RStudio.
- Gathered data from twitter related to the devaluation of the Lebanese Lira, cleaned, and analyzed them using Python and MySQL.

SUMMARY SKILLS

Languages: English, French, and Arabic (proficiency in reading, writing, and speaking).

Technical Skills: Research, Surveying, Scheduling, Creating diagrams, Process Modeling, Statistical Analysis.

Computer Skills: MS Word, Excel, PowerPoint, Visio, Access, Python, RStudio, MySQL, Tableau, PowerBI, Streamlit, Google Apps

Artistic & Sport: Drawing, Hiking, Climbing, Mountaineering, Camping, Swimming, Pentabond, Badminton.