

# Haya Doughan

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*UAE Resident*

## SUMMARY

A meticulous and driven individual with an aptitude for Data Analysis and Digital Marketing. Because of my tech-savviness and passion for the latter, I see myself exceeding in these fields since I can combine my creative side, logical approach to problem-solving, and excellent interpersonal skills.

## EDUCATION

**American University of Beirut, (AUB)** **Expected December 2021**  
**Bachelor's in Business Administration**, with Emphasis on Business Information and Decision Systems & Marketing.  
Overall GPA: **4.0/4.0** | *Dean's Honor List* | *Beta Gamma Sigma Member*.

**Stanford University** **June 2021 – August 2021**  
**International Honor's Program (IHP)**, Summer Session Student

**International College - Ras Beirut, IC** **Graduated June 2018**  
**Lebanese Baccalaureate**, with Emphasis on Life Sciences.  
Overall GPA: **4.0/4.0** | *Honor List with Distinction*.

## WORK EXPERIENCE

**Marketing & Communications Intern**, BDR Directory **August – October 2020**  
An all-in-one app to find the services, donation channels, and volunteering opportunities needed to rebuild Beirut.

- Collaborated with the startup team to build and implement an efficient, user-oriented digital marketing strategy
- Generated copyedited content for the Instagram, Facebook, and Twitter social media pages

## LEADERSHIP EXPERIENCE

**Vice Executive of Marketing & Sponsorship**, AUB Outdoors **January 2021 – Present**  
An annual festival held at AUB, organized by students, under the supervision of the Office of Student Affairs.

- Managing the Marketing team lead and their team (total 20 members) responsible for designing and implementing a holistic marketing strategy for our online/offline channels
- Managing the Sponsorship team lead and their team (total 8 members) responsible for the acquisition of sponsors to support the event financially by drafting contracts and overseeing potential deals with these entities

**Head Director of Marketing, Design, & Production**, BEYMUN **October 2020 – Present**  
An annual conference at AUB where delegates engage in high-level debates tackling current, pressing topics.

- Managing three directors and their teams (total 20 members) in charge of marketing this year's virtual conference on Instagram/Twitter/TikTok and our official website, the branding and graphic designs of all the BEYMUN collateral, and the shooting of content required for the conference respectively
- Planning and organizing a newsletter and blog for the BEYMUN audience, and hosting a podcast titled "*The BEYMUN Review*" available on all streaming platforms with new episodes weekly and serves as a platform to stimulate our audience intellectually and share personal anecdotes

**Leader of the Content & Newsletter Teams**, All Girls Code **March 2020 – Present**  
An award-winning initiative that aims at providing girls with hands-on tech experience

- Managing a team of ten High school & University students to generate curated content to be formatted in a newsletter and accompanying WordPress blog, called "*Bits & Bytes*", sent to an audience of 500+ girls
- Grew open rate by 5.6% within 5 months of launching by updating monthly newsletters with news, stories, and interviews

**Business Consultant**, 180 Degrees Consulting Club **October 2019 – Present**  
The world's largest consultancy for non-profits and social enterprises with operations in 33 countries.

- Analyzed an NGO's logistical and marketing issues & focused on planning an effective Marketing strategy (**2019**)
- Analyzed a startup's, "PLASSFILL", customer acquisition inefficiencies & focused on planning a short-term strategy to assess their potential customer base on a national scale as well as basic expansion plans to sell to foreign entities (**2021**)

## SKILLS & CERTIFICATIONS

**Languages:** Fluent in English & Arabic with limited proficiency in French (DELFI certification A2)

**Technical Skills:** Google Workspace, MS Suite, Canva, Mailchimp, Social Media, Microsoft Azure, Python (basic)

**Soft Skills:** Leadership, Communication, Details Oriented, Planning & Organizing, Time Management, Copywriting

**Certifications:** Fundamentals of Digital Marketing (**'20**), Google Analytics for Beginners (**'20**)

**Workshops & Conferences:** Deloitte's "*Girls Takeover*" (**'20**), Cisco's "*Girls Power Tech*" (**'17**), ENO's "*Act Now!*" (**'13**)