

# Ahmad Sous

## Database & Community Associate

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## Summary

A dedicated and ambitious Database & Community Associate with 1+ years of experience across different digital marketing industries. Specialized in resolving complex problems, centralizing database, and developing marketing campaigns. Effective content creator who performs well in collaborative environment with coworkers, managers and clients. Adept at ensuring timely delivery of projects and their technical feasibility. Constantly aiming on developing my intellectual, professional, and personal growth, where I can positively contribute to the organization and community with my strong experience and expertise leading to a sustainable environment, better living conditions, and success.

## Experience

### Database & Community Associate (Remote) – 08/2023 to Present

**AstroLabs**, Dubai, UAE

- Maintain and update a centralized HubSpot database, ensuring accurate segmentation and insightful reporting.
- Collaborate seamlessly with cross-functional teams, gathering missing information and generating comprehensive reports for decision-making.
- Successfully sourced 2000 startups for the Takamol tech program and identified 11 qualified leads for L'Oreal.
- Achieved 100+ attendees per session for the META program, showcasing exceptional market research and outreach skills.
- Identify and source potential leads through innovative strategies, combining online research, industry databases, and networking.
- Nurture and expand the AstroLabs alumni community, crafting engaging content calendars for Slack.
- Work closely with the team and participate in all team meetings, track schedules and deadlines, and follow up on important tasks.
- Craft short and long-term, actionable plans in consultation with management.

### Sourcing and Outreach Assistant Remote – 03/2023 to 08/2023

**AstroLabs**, Riyadh, Saudi Arabia

- Developed and presented new growth opportunities based on market research analysis including competitor analysis.
- Collated a comprehensive database of KSA SMEs that align with program criteria and target personas.
- Collaborated closely with the program team to identify and source suitable SMEs for program participation.
- Guaranteed optimal attendance by securing the intended number of participants for each session.
- Established effective communication and outreach channels with key partners in KSA, such as marketplace businesses and co-working spaces, to access their pool of SMEs.
- Understood the business' current process and requirements and integrating sets of data into frameworks used to develop practical solutions as well as technical assistance.

### Marketing Intern – 06/2022 to 07/2022

**Geek Express**, Beirut, Lebanon

- Organized and supported the progress of the marketing campaigns with case team members while constantly monitoring and delivering value.
- Conducted extensive research to identify innovative content creation ideas and influential individuals for effective influencer marketing campaigns.
- Managed content calendars on social media platforms, optimizing engagement and brand visibility.
- Produced captivating Reels and TikTok videos, delivering engaging and shareable content to target audiences.
- Played a key role in competitor analysis, continuously monitoring the market landscape and identifying new competitors.

## Social Media/Marketing Remote Internship – 05/2021 to 02/2022

**Creo Incubator**, London, UK

- Drove creation of content centered around entrepreneurship and marketing. Utilized video editing and design skills for visually stunning videos.
- Collaborated with creative teams to develop visually appealing and engaging social media content (static and videos).
- Collaborated with sales and business development teams to identify new business opportunities and contribute to growth.
- Manage and execute social media strategies, content curation - ideation and execution, while analyzing the data from insights.
- Created pitches, mood boards, and brand presentations for upcoming properties.

## Education

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### **Bachelor's Degree in Hospitality & Tourism Management**– 2021

Lebanese American University, Beirut, Lebanon

*USP Scholarship*

## Certifications & Awards

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**Second Prize Award**, HULT Prize Competition

**Stellar Student Award**, USAID

**Lakshmi Mittal SAI Crossroads Emerging Leaders Program**, Harvard University

**HarvardX – Technology Entrepreneurship: Lab to Market Course**, Harvard University

## Extra-Curricular Activities

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- **Volunteer**, LAU Buddy Program – 2021
- **Volunteer**, Beirutyat NGO in the Ramadan Village.
- **Volunteer**, LARA NGO
- **Volunteer**, Lebanese Reforestation Initiative
- **Volunteer**, Community Service Project funded by USAID at Dar Al Aytam Orphanage
- **Competitor**, LAU Case Competition

## Skills & Expertise

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|--------------------------------|--------------------------|
| • Leadership & Team Management | • Data Analysis          |
| • Communication & Negotiations | • Time Management        |
| • Problem Solving              | • POS System             |
| • Campaign Management          | • Decision Making        |
| • Strategic Planning           | • Microsoft Office       |
| • Video Editing                | • Emotional Intelligence |
| • Adaptability                 | • Canva                  |
| • Customer Service             | • Market Research        |
| • Planning & Organization      | • Presentation Skills    |

## Languages

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**Arabic:** Native | **English:** Fluent | **German:** Beginner