

Rachad Adnan Saab

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EDUCATION

American University of Beirut (AUB)	 Beirut, Lebanon	Aug 2016 – Aug 2019
<ul style="list-style-type: none">• Full-ride Scholarship Granted by the <i>USAID University Scholarship Program</i>• Bachelor's in Business Administration, <i>Marketing Concentration</i>		

EXPERIENCE

USAID, Internship	 Beirut, Lebanon	Jan 2022 – Jul 2022
<ul style="list-style-type: none">• Organized seminars/trainings for municipalities across Lebanon to help raise their awareness on utilizing social media in their work• Acted as a team leader overseeing the progress of trained municipalities while liaising with different departments		
Riders' Rights, Team Member	 Beirut, Lebanon	Aug 2017 – Present
<ul style="list-style-type: none">• Currently serve as an active volunteer where I contribute to several areas such as content creation and campaign promotion.• First to volunteer in the initial "Bus Map Project" where I conducted fieldwork and later progressed into a team role.		
Freelance,	 MENA region	Mar 2020- Present
<ul style="list-style-type: none">• Handled and analyzed the performance of social media accounts of several clients.		
Zoodmall, Marketing Coordinator	 Beirut, Lebanon	Jul 2020 – Jan 2021
<ul style="list-style-type: none">• Handled communication and coordination between different departments at a high, ever-changing pace.• Managed several social media accounts and implemented marketing campaigns using different platforms.• Managed certain aspects of back-office operations in our mobile application which required a high level of organization.		
Tell(tale) Company, Marketing Internship	 Beirut, Lebanon	Jun 2019 – Aug 2019
<ul style="list-style-type: none">• Assisted on projects and pitches for the following clients: Adidas, Kampai, Ni, Wild Discovery, Touch and Champs.• Prepared presentations for potential clients using customer journey maps, content calendars and campaign structures.		
Children's Cancer Center Lebanon, Inpatient Volunteer	 Beirut, Lebanon	Sep 2017 – Dec 2019
<ul style="list-style-type: none">• Worked weekly shifts at the inpatient center for two years – dealing with kids ranging from ages of 2 to 16 years old.• Developed certain interpersonal skills in understanding the care needed in dealing with inpatient children.		

KEY SKILLS

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- **Interpersonal Skills:** Volunteering and professional work have led me to interact with people from different walks of life and in various contexts, which has allowed me to develop robust communication skills.
 - **Computer Skills:** Facebook Ads, Google Analytics, Google Ads, Criteo, Basic Photoshop, Microsoft Office.
 - **Languages:** Highly proficient in both Arabic and English (Written and spoken).

