

# Fatima Abbas

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## EDUCATION

<b>American University of Beirut</b> , Beirut, Lebanon Bachelor's in <b>Business Administration- Marketing concentration</b> Full Scholarship from the United States Agency for International Development USAID	Sept 17- Jun 21
<b>EM Normandy school of Business</b> , Normandy, France Bachelor's in <b>Business Administration- Luxury Marketing</b> GPA: 90/100-exchange student	Jan 21- Jun 21

## EXPERIENCE

<b>Chemonics International, Community Service Program</b> , Beirut, Lebanon <b>Communication and Technical Assistance Intern</b> <ul style="list-style-type: none"><li>Supporting, in close coordination with the communities, in preparing webinars/workshops.</li><li>Liaising between the community and CSP team of experts to following up project's tasks.</li><li>Conducting interviews with institutions/ stakeholders.</li></ul>	March 22-Dec 22
<b>American University of Beirut</b> , Beirut, Lebanon <b>Public Relations Representative of the University Scholars</b> <ul style="list-style-type: none"><li>Planned the internal and external communications of the scholars' club.</li><li>Managed day-to-day digital communications.</li><li>Organized weekly content for the club's online presence.</li></ul>	Sept 19- Sept 20
<b>Olayan School of Business</b> , Beirut, Lebanon. <b>Marketing intern</b> <ul style="list-style-type: none"><li>Prepared weekly reports.</li><li>Conducted industry analysis (SWOT and PESTEL) for the food and beverage industry in Lebanon.</li><li>Conducted SEO keyword research for many organic campaigns.</li><li>Worked on different PPC and organic Ads.</li></ul>	April 20- Jul 20
<b>Center of civic engagement and Community Service (CCECS) AUB</b> , Beirut, Lebanon <b>Member</b> <ul style="list-style-type: none"><li>Implemented a community- based project for some Lebanese villages in which we filmed a movie to raise awareness about COVID-19.</li><li>Created a platform</li></ul>	April 20- Jan 21

## EXTRACURRICULAR ACTIVITIES

<b>Discuss, Debate, Discourse (3D Club) AUB</b> <ul style="list-style-type: none"><li>Participated in many events and competitions in which we worked in teams to compete against others, to win debates on different subjects (health, politics, sports, education, etc).</li></ul>	Sept 19- Jul 21
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## WORKSHOPS AND CERTIFICATES

- The Fundamentals of Digital Marketing certificate from Google Digital Garage.
- Attended series of workshops: Adaptation and Leading Change Workshop, Model of Leadership Development Workshop, Problem Solving Workshop, Advocacy and Civic Engagement Workshop, Public Speaking Workshop, Time Management Workshop, Computer Literacy Workshop, Career Guidance Workshop and Reflective Writing Workshop.
- Received CAAP (Collegiate Assessment of Academic Proficiency) certificate (Math and Critical Thinking).

## SKILLS & TOOLS

**Languages:** Arabic (Native), English (Fluent), French (Fluent)  
**Computer Skills:** MS Word, Excel, PowerPoint.  
**Analytical Tools:** Google Analytics, Iconosquare, AdWords, SEMrush, Google Trends.  
**Content Creation Tools:** Canva, Planoly, Wordpress, Ecomz.  
**Soft Skills:** Communication, Problem-Solving, Ability to work under Pressure and Time Management.