

# Faten Staitieh

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## Education

### American University of Beirut (AUB)

Beirut, Lebanon

Bachelor's in **business administration with distinction - Concentration in General Management**

June 2021

**GPA: 88/100 | Top 10%, Dean's Honor List | Beta Gamma Sigma**

### MEPI – Tomorrow's Leader Scholar, Gender Scholar

September 2020 - June 2021

Enrolled in two gender studies courses, while attending professionalization workshops, and writing four potential publishing articles on social justice and gender equality-related subjects.

### French International School of Riyadh (EFIR)

Riyadh, KSA

French Baccalaureate - Social and Economic Studies

June 2017

Mention Bien (Second Class Honors)

## Work Experience

### Success Finder ([successfinder.com](https://successfinder.com))

Canada (Remote)

Market Researcher

June 2021 - present

Researching, compiling, and analyzing information on executive coaching market in North America and Middle East, to identify potential new markets, growth and sales opportunities

- Building a database spanning 100+ coaching firms in North American and Middle East, and setting differentiations and similarities between these two markets to make go-to market strategy recommendations accordingly
- Forecasting and tracking industry marketing and sales trends based on collected data to find the most effective marketing method in promoting Success Finder products
- Delivering reports and presentations of findings to management leadership

### WESPEQ startup ([wespeq.com](https://wespeq.com))

Sweden (remote)

Market and Insight Analyst

January – May 2021

Led a team of ten to establish a business development strategy to generate key market insights and file for investment opportunities

- Led industry due diligence via performing primary and secondary research to improve the business and product development cycles
- Secured +10K surveys and executed interviews with 20+ focus groups and 50+ key decision-makers in the industry; e.g. HR managers and CXOs after aligning with the PR division on headhunting and messaging techniques
- Aligned with the CMO on disseminating relevant social media content based on the generated market insights

### KAMKALIMA ([kamkalima.com](https://kamkalima.com))

Beirut, Lebanon

Market Researcher

July - September 2020

Set a go-to-market strategy in KSA & UAE after performing competitive analysis, which helped in setting key differentiators for the value proposition and branding techniques

- Built a database spanning 70+ schools to visualize the performance of the educational sector, which led to securing 80% of them as customers, partners, and distribution channels
- Applied creative problem solving and proactively proposed new approaches for reaching prospective consumers and turning them into customers.

## Leadership and Activities

### Outlook Newspaper - AUB

Beirut, Lebanon

Head Social Media Team & Board Advisor

September 2020 - Present

Led a team of 5 to plan and implement a marketing strategy that increased brand awareness and the number of followers by 30%+. This led to supporting 3K+ students with real-time updates on critical campus-related issues, such as university elections and council meetings.

### Office of International Programs - AUB

Beirut, Lebanon

Mentor, Best Planner Award

September 2019 - Present

Easing the transition of international students into the AUB and Lebanese communities by mainly planning social and cultural events throughout the semester.

### JANAH CENTRE SOCIOEDUCATIF - IECD

Beirut, Lebanon

French Tutor/Team Member

January 2018 - September 2019

Identified refugees' (4-14 years old) individual learning needs and prepared lessons, assigned and corrected homework to underprivileged students while evaluating students' progress (up to 10 students/week)

## Workshops and Certificates

<b>Certificate of Runner-Up Team in Entrepreneurship Course and AUB iPark Incubation Program</b>	2021
Formulated and pitched a business plan for Minds Matter (UVP, MVP, USPs, etc.).	
<b>Certificate of participation in Etijah Hackathon, one of the region-wide Hackathon in MENA</b>	2021
Formulated and presented a pitch deck to judges who shortlisted the startup WESPEQ for the last round that only included 66 out of 140 teams.	
<b>Certificate of participation in Jusoor Entrepreneurial sessions</b>	2021
Attended five sessions covering startups-related subjects such as funding, market sizing, Canva, etc.	
<b>Certificate for completing the Business &amp; Culture Program, University of Michigan</b>	2020
Acquired the needed skills to communicate, problem-solve, and collaborate in a global team environment through weekly live video sessions for an entire semester.	
<b>Certificate of Second-Best Student in Business Strategy and Cross-Cultural Management Classes</b>	2020
Extraordinary performance in case analysis, course projects & teamwork.	
<b>BOOZ ALLEN HAMILTON</b>	2019
Consulting Experience focused on Problem Solving skills.	
<b>Fullbridge U Program - Certificate (with distinction)</b>	2018
3 months training on Communication, Critical Thinking, Project Planning, Problem Solving, and Design Thinking.	

## Summary Skills

**Technical:** Excel, Word, Visio, Access

**Languages:** Arabic (Fluent), French (Bilingual), English (Bilingual), Spanish (Beginner)