### Dana Abdallah Beirut, Lebanon

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#### **Education**

#### American University of Beirut (AUB)

Beirut, Lebanon | 2019 - 2021

- Bachelor of Business Administration Concentrating in Marketing and Entrepreneurship
- Relevant modules: Retailing and Merchandising, Operations Management, and Entrepreneurship and Business Planning

#### **EM Normandie Business School**

Beirut, Lebanon | March 2021

• Luxury Experience Marketing Course Abroad

### German International School of Beirut (DISB)

Beirut, Lebanon | 2003 - 2018

- Lebanese Baccalaureate Life Sciences
- 12 subjects including Mathematics, Chemistry, and Biology

#### **Cambridge University**

Cambridge, UK | July 2017

• Introduction to Engineering Course, overall mark of an A on the course

#### Work Experience

## Kempinski Summerland Hotel & Resort Beirut, Summer Intern

Beirut, Lebanon | March 2021 - Present

- Front Office
- Guest Relations/Contact

#### TheGift.Lb, Founder of Sole Entrepreneur Business

Beirut, Lebanon | July 2019 - Present

- Carters to customers with an emphasis on market trends
- Online Business involved in creating various products including Plexi, frames, and crafts
- Collaborated with AUB at the Christmas Fair in OSB

#### Cedarcom Mobi, Summer Intern

Beirut, Lebanon | July 2020 - August 2020

- Exposed to the marketing field and how to balance between the traditional image of a brand and the need to modernize it
- Looked for new ways to promote the company

#### Monty Mobile, Summer Intern

Beirut, Lebanon | June 2020 – July 2020

- Went through Product and Market Research
- Looked for trends in advertising
- Built a user's journey for a specific product

## **Leadership Experience**

Shifaa NGO, President of Shifaa Youth and Volunteer

Beirut, Lebanon | 2010 - Present

- Elected by 250+ members to become the President of Shifaa Youth Club
- Renovated Rooms in Al Makassed Hospital, Children Cancer Centre with 29 other volunteers
- Volunteer in Shifaa Youth Club's events for Orphans, Kids in need, and Refugees

### Irada NGO, Marketing Officer and PR in Irada Youth

Beirut, Lebanon | 2018 - 2021

- Elected by 75+ members to become the Marketing Officer and PR of Irada Youth
- Managed Social Media accounts and hosting Social Networking Events

# Model United Nations (MUN), Student Advisor

Beirut, Lebanon | 2017-2018

- Assigned by DISB to become a student advisor in the MUN program
- Assisted in trained more than 50 middle and high school delegates the rules, procedures, and flow of debate for the final conference of both programs
- Helped the delegates in writing position papers, draft resolutions, and working papers.
- Assisted in the logistics and operations of both programs

## **Awards and Achievements**

- Diplomacy Award in 2016 MUN Conference with more than 150 people (2016)
- Won 2 silver medals in youth Skiing competitions (2014-2015)

## **Skills and Interests**

Languages: Bilingual in English and Arabic; Proficient in German (more than 10 years); Beginner in French and Spanish Technical Skills: Microsoft Word, Microsoft Excel, Microsoft Powerpoint, Beginner in Illustrator and Photoshop Interests: Swimming, Skiing, Piano