

Mostapha El Zeort

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EDUCATION

Lebanese American University, Bachelor of science in banking and Finance

Sep 2020 – May 2023

- CGPA: 3.96/4
- Mepi's Tomorrow Leaders Scholars scholarship awardee
- Gender scholar and researcher
- Dean's List Honoree for 4 consecutive semesters
- Active member of the Consulting club

Skema Business School, Exchange Semester

Sep-Dec 2021

- GPA: 3.73
- Relevant coursework: Financial analysis and decision making, public speaking and presentation skills, management information systems

PROFESSIONAL EXPERIENCE

Webedia, Market research analyst and Audience developer

Mar 2022 – Present

- Conducted market research to identify new content opportunities using social listening tools
- Worked with multiple online tools to help reach goals and objectives: WMT, Google Analytics, CrowdTangle, Crowd Analyzer, Iconosquare, Moz, Ahref, Keyword Tool.
- Assisted the sales team with client pitches by supporting them with SEO and social insights, SWOT analysis, KPIs, and content suggestions.

Essay Writing Lebanon, Tutor

Aug 2021 – Feb 2022

- Assisted international and local university students with their academic work
- Assessed their learning needs and weakness areas, while referring to library sources,
- Clarified theory by answering their inquiries, supporting with assignments, and recommending learning methods

EXTRACURRICULAR EXPERIENCE

Winner of LAU case competition 2022

Feb– Jun 2022

- Participated in a 5-month training program where teams get selected to solve companies' cases
- Winner of Leo Burnett's case
- Second place in Deloitte's case

Football

Jun 2018 – Present

- Signed with my local football club (Liwaa Barja FC) which competes in the Lebanese 3rd division.
- Captained my team in the u15, u17, and u19 Mont-Liban football tournaments and led the team to their first trophy in 20 years.

Paramedic, Farah el Ataa

Aug 2020 – Present

- Assist the Clinic Director and nursing staff as needed
- Provide patient instruction and educational materials under the guidance of nursing staff
- Ensure complete and proper documentation of all patient care and instruction in the patient medical records

Scouts Leader, Le Lycee National

Sep 2010 – Sep 2021

- Led troops of 30+ children on camping events and organized beneficial and educational activities

SKILLS & PERSONAL

Languages: Arabic (native), English (fluent), French (Fluent).

IT: Office Package (Word, Excel, PowerPoint, Access), Google Analytics, R language, SPSS Statistics.

Soft skills: Leadership, Team player, Communication, Time management, Detail oriented, Problem-solving capabilities

Interests: Comic books (esp. Marvel), outdoor enthusiast (hiking), Movies, Football.