

Hadi Badran

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PROFILE SUMMARY

A dedicated Business Analytics graduate with a strong knack for marketing. Possessing extensive analytical skills and adept at analyzing and interpreting large datasets and performing data management tasks to deliver valuable insights.

Key Competencies: Machine Learning, Data Visualization, Data Processing, Data-Driven Digital Marketing, Statistical analysis.

EDUCATION

American University of Beirut (AUB), Lebanon

Master's degree in Business Analytics

September 2019-June 2021

GPA: 3.68/4.0

Bachelor's degree in Business Administration-Concentration in Marketing

September 2016-June 2019

GPA: 3.42/4.0

EXPERIENCE

American University of Beirut, Lebanon

August 2019 – July 2020

Graduate Assistant

- Taught undergraduate lectures for a digital marketing class of 30 students.
- Developed exams, assignments and activities and graded them for over 120 students.
- Maintained course platform ensuring material and links were functional and up to date.
- Entered and updated grades and student data in a database.

Publicis, Beirut, Lebanon

July 2019

Digital Marketing Intern

- Devised campaign strategy in accordance with clients' requirements using 50K\$ in ad spend
- Monitored quality and key performance indicators on routine basis.
- Communicated with clients on project updates and queries.
- Executed TrueView, Display and Mobile campaigns using Google's Display & Video 360
- Contributed 50% of traffic to the product website by using programmatic advertising as measured by evolution of key performance indicators.

Bank Audi, Beirut, Lebanon

May 2018 - July 2018

Retail Intern

- Conducted statistical analysis for customers to determine prospective customers for a marketing campaign.
- Performed mystery shopping at the bank's competitors.
- Cold called businesses resulting in a 100% increase in partnerships
- Researched competitors and industry trends to maintain a library of competitive intelligence and industry updates for the retail team to utilize to accelerate the sales process.
- Monitored social media and online publications for coverage and reported back findings.

WORKSHOPS AND CERTIFICATIONS

Google

- Foundations of Digital Marketing
- Google Analytics
- Display & Video 360
- Dig into programmatic.

SUMMARY SKILLS

Languages: Fluent in English, French, Arabic

Computer skills: Python, R, Tableau, Power BI, SQL, Streamlit, Microsoft Office (Word, Excel, PowerPoint)

Soft skills: Communication, Teamwork, Problem Solving, Adaptability, Critical Thinking