

Ruba Al Hakeem

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PROFILE SUMMARY

An independent and self-motivated Business Analytics graduate with proven skills in marketing and data analysis. An effective team player who loves to seek out new challenges and always eager to learn.

Core Competencies: Research, Reporting, Data sourcing and collecting, Data analysis, Problem Solving, Teamwork, Planning, Digital Marketing, Tableau, PowerBI, Python, R, Excel Solver

EDUCATION

American University of Beirut (AUB), Beirut, Lebanon Sept 2020-Sept 2021

Master's degree in Business Analytics

GPA: 3.73 – High distinction- Dean's honor list from fall 2021 till summer 2021

American University of Beirut (AUB), Beirut, Lebanon

Sept 2017-May 2020

Bachelor's degree in Business Administration

GPA: 3.86 - High distinction - Beta Gamma Sigma Honor Society - Dean's honor list from spring 2018 till spring 2020

EXPERIENCE

American University of Beirut, Beirut, Lebanon

Sept 2020-Sept 2021

Graduate Research Assistant

- Collected, read, and analyzed credible research sources on Business Ethics
- Conducted a literature review for a research paper on Business Ethics

All Girls Code, Beirut, Lebanon

Jul 2020-Aug 2020

Remote Marketing Intern

- Developed new social media campaigns and was able to gain 500 followers in 2 months
- Monitored social channels and respond to feedback, questions, and concerns
- Created daily social media content using Canva application to maintain online presence

Beyond Learning L.L.C, Beirut, Lebanon

Jun 2019-Dec 2020

Youth Programs Educator

- Prepared detailed daily schedules and plans
- Delivered interactive sessions about different topics
- Ensured flexibility and effective teamwork

American University of Beirut, Beirut, Lebanon

Oct 2018-May 2019

Research Assistant, Office of Advancement

- Researched important topics including public figures and organizations
- Collected, organized and cleaned data to create reliable informational reports
- Assisted in event planning and organization

EXTRACURRICULAR ACTIVITIES

UNICEF CLUB, Beirut, Lebanon

Sept 2019-May 2020

Member

- Prepared interactive session for children aged 7-12
- Created purposeful games

AUB Outdoors, Beirut, Lebanon

Sept 2019-May 2020

Member

- Constructed stands for Outdoors event
- Decorated stands with creative designs and patterns

WORKSHOPS AND CERTIFICATIONS

Lifetime Member of Beta Gamma Sigma Honor Society

Feb 2019-Present

- Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in an AACSB accredited school.

Fullbridge U Program Certification

April 2019

- A two-month career preparedness course focused on effective communication, problem solving, project planning, teamwork, design thinking, and critical work management skills.

SUMMARY SKILLS

Languages: Arabic (Native), English (Fluent)

Computer skills: Microsoft Office, Tableau, PowerBI, Python, R, Excel Solver

Soft skills: Time Management, Scheduling and Planning, Organization, and Working under stress

Interests: Education, Human Rights, Science