

ASMAA HADIR

amh106@mail.aub.edu | <https://www.linkedin.com/in/asmaa-hadir/>
<https://github.com/AsmaaMHadir>

EXPERIENCE

Lemonade Fashion, Data Product Intern

Yerevan-Morocco, May 2021-August 2021

- Developed a products recommendation system using AWS personalize and React.js for data collection (collected 17,000 records on user item interactions). Boosted sales by 30% and improved marketing user persona.
- Indexed 5000+ orders data using ElasticSearch Kibana and AWS Lamdba. Presented to CEO key insights regarding popularly viewed designers and item categories to assist him in data-driven decision making.

WESPEQ, Business Developer

Stockholm-Beirut, Dec 2020 – May 2021

- Developed a demo using 12 different meeting metrics and a dataset of 15,000 meeting data using MATLAB.
- Analyzed 100+ survey responses and organized 20 market validation interviews with professionals globally.
- Represented WESPEQ in the largest startupshackathon in the MENA region (selected from 100+ applicants) and qualified among top 25 teams to pitch our startup idea, increasing our startup's exposure and connecting us with European investors.

Upkey program, Entrepreneurship Intern

Chicago-Remote, Oct 2020 - Nov 2020

- Selected out of a pool of 5000 applicants globally as an entrepreneurship and product trainee.
- Designed the web architecture and developed the business model for Education Z, an AI powered web-app that matches students with study partners as my capstone project.
- Qualified to Pitched Education Z to IE Business School Venture Lab's managing director.

Facebook Developers Circle, Product Management Trainee

Lebanon, May 2020 – Sep 2020

- Solved product management study business cases through an online Bootcamp and weekly challenges with mentorship from product managers in and outside the MENA region.

Tech Allies Network, Summer Institute Tech Intern

London-Remote, Jul 2020 – Jul 2020

- Conducted market research, defined user stories, and developed the prototype of UI mentor, a machine learning powered web app helping students customize their resumes and acquire necessary skills for their dream career.
- Presented for a 40+ audience including professionals from IBM and Salesforce
- Won the 3rd place for best project out of 8 projects gaining access to a 3-week mentorship in product management from IBM engineers.

Project Access for Refugees (PA4R), Research & Tech Officer

Lebanon, May 2019 – Dec 2020

- Planned and executed the mentorship program for PR4R in Lebanon for 75+ Syrian students applying to university.
- Mentored 5 college applicants from the Mahama refugees' camp in Rwanda who have received Full Scholarships from African Leadership University.

Help Syria's Kids, Volunteer Coordinator

Lebanon, Nov 2018 - May 2020

- Organized weekly English and Math classes for 7 months for 100+ young Syrian refugees.
- 100% of our students passed their middle school and high school exams with some receiving full scholarships to study abroad.

EDUCATION

Bachelor of Science in Computer Science

Aug 2018 – May 2022

American University of Beirut

Honors: US Department of State MEPI Tomorrow's Leaders full Scholarship | student representative at LEAD council for first generation students | Dean's Honor List | Associate Project Manager Certificate

AI Ready Academy Program, Microsoft Certified: Azure Fundamentals

Nov 2020– March 2021

Zaka AI & Microsoft

SKILLS

Product Management: Agile, Prototyping, Market Research, User Stories, test cases.

Data Science: Python (Matplotlib, Pandas, Numpy), PowerBI.

Backend Development: Java, Django, SQL, Linux, Microsoft Azure, AWS.

Languages: French, Arabic, English, Amazigh.

AWARDS

- Capital One scholarship to attend Grace Hopper Celebration 2020. **Sep 2020**
- MD4SG Scholarship to attend ACM's Economics and Computation conference's mentorship in research. **Jul 2020**
- First applicant in Lebanon to be selected among 17 students globally (pre-selected from 650 students internationally) in the **Future Global Leaders Fellowship**; fellowship provides leadership training, mentors, access to influential network and internship abroad funding. **May 2019 – May 2022**