

Rayan Malaeb

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EDUCATION

Lebanese American University (LAU), Lebanon
Bachelor of Finance and Banking

2020-Expected May 2023

Experience

Jahani And Associates Sales agent | Part-Time

August 2022 – Dec. 2022

- Acquired new C-level executives' customers across various industries at a minimum customer acquisition cost through communication and persuasion skills.
- Coordinated and conducted calls with international companies through Zoom and Cisco Webex to introduce the company services.
- Drafted the script and code of ethics of speaking with clients to be used by other sales agents and made sure that the code is implemented by other sales agents.

PROJECTS

Case Study: Improving a Lebanese product/ Juice Company

Spring 2021

- Structured, strategized, and created a SWOT analysis on a virtual Juice Company with the aim of identifying the best strategy to adopt to improve performance.
- Performed a thorough market study and company assessment to understand the status-quo through applying frameworks like the 3Cs and Porter's five forces and consistently updated the strategy based on results
- Introduced new ideas to maximize revenues and efficiency by diving into the product and the value proposition, price and its strategies, advertising and marketing, as well as distribution channels and how to access them.

Banking Operation: Worked on a virtual banking case

Spring 2021

- Worked with a group on analyzing the bank's financial statement, balance sheet, and history
- Forecasted the financial revenue, and income.
- Talked about the future of the firm and recommended a strategy on how to exit the market
- Applied SWOT analysis in order to recommend a strategy for the managing directors

EXTRACURRICULAR ACTIVITIES

Consulting Club LAU

Fall 2021-present

- Worked on artificial cases made by the club cabinet
- Participated in weekly activities, from weekly meetings to mock case interviews and case preparation.

Investment Banking Club, Vice President.

Fall 2022- present

- Conducted seminars with professional businesspeople such as Mr. Alaa Ghanem, CEO at Advisory & Business Company to enhance awareness about investment banking and its fields, tracks, careers, and lifestyle.
- Coordinated the process of acquiring new members for the club by managing seminars, meetings, and peer-to-peer talks increasing the club size by 20% in only one semester.

Civic Engagement-MED LIFE Lebanon

Fall 2022

- Volunteered in MED LIFE Lebanon to assist people in need of food, clothes, safe homes, and other essential needs.

Civic Engagement-Makhzoumi Foundation

Fall 2022

- Volunteered in Makhzoumi Foundation and collected, structured, and organized data to enhance foundation's impact and promote sustainable development.

LAU Case Competition

Spring 2023

- On-going Participant as a team-member

HONORS AND AWARDS

- Distinction List
- Distinction List

Fall 2020

Spring 2021

OTHER SKILLS AND INTERESTS

Languages: Arabic (Native), English (fluent in reading speaking, and writing), French (working knowledge)

Skills: Microsoft Office: Professional in Excel, Word and PowerPoint.

Interests: Chess, Football, Table Tennis, Basketball