

Eyma Basha

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Education

Lebanese American University (LAU) – Beirut

Expected May 2023

M.S. in Business Administration | CGPA: 3.9/4.0 | High Distinction List

- **Academics:** Dean's Distinction List
- **Scholarship:** 90% Graduate Assistant Scholarship

Fall 2021 – Spring 2023

B.S. in International Business and Minor in Political Science | CGPA: 3.87/4.0 | High Distinction List

- **Academics:** Dean's Distinction List
- **Scholarships:** 50% scholarship upon winning the best delegate award in LAU's Best Delegate Award and an additional 25% merit scholarship

Fall 2018 – Spring 2021

Work Experience

Dean's Academic Assistant

Sept 2021 – Present

- Maintaining day-to-day operations, event management, processing forms, assisting data gathering research, classroom assistance and exam scheduling

GCLAUMUN – TRED TEAM Senior Secretariat Member, Trainer, and Dias Member

Sept 2018 - Mar 2021

- Served as a deputy assistant to lead 2020-2021's Model UN training team, duties included interviewing potential candidates, training the team on the material consistently, strategizing and organizing the material for the final conference
- Worked alongside the Advertising and PR teams to ensure that the content being put out was relevant to the training session materials and drafted the content related to the training sessions and final conference (PowerPoints, research documents, etc.)
- Trained high school students from all over Lebanon in material covering basic information about the UN's operations and functions, as well as the rules and procedures of the annual GCLAUMUN Final Conference
- Chaired and directed a total of 5 conferences in addition to writing 4 research papers for the programs, including an international conference that took place in New York's General Assembly Hall

Beyond Learning – Team Leader and Youth Educator

June 2018 – Aug 2021

- Served as a team leader for a group of 3 members, my duties included planning and organizing events and activities surrounding character building and cognitive development, delegating duties to the team members, frequent meeting organization and follow-up

Relief Centre Citizen's Assembly – Communications Assistant

Feb 2020 – Mar 2020

- Aided in creating content for the Twitter, Instagram, and Facebook for the Relief Centre's event, my work included: assisting the communications officer in creating posts ahead of time to encourage people to attend, gathering information about all guest speakers in the event, taking pictures and putting out live content as the event was taking place, through Instagram stories, Facebook stories/posts, and Twitter

Volunteering, Extra-Curricular and Activities

Strategic Marketing - Working Sessions

Sept 2022 – Dec 2022

- Drafted multiple marketing strategies surrounding notorious industries (skincare, pharmaceutical, entertainment, food and beverage, etc.), all of which were based on extensive market research and careful analysis of real-life case studies
- Drafted an in-depth marketing plan to launch a Sustainable Construction Company in Lebanon

SABIS – Advertising Competition

Mar 2018 – Apr 2018

- Worked alongside two team members to compete alongside other SABIS students from all over the MENA region in the advertising category that entailed creating an advertising campaign for a new found tech product entering the market

LAUMAL and Georgetown MAL Conference – Best Delegate and Honorable Mention Award

Mar 2017 – Apr 2017

- Won a 50% scholarship to the Lebanese American University and was shortlisted to compete in the Georgetown MAL conference in DC, in which I won the Honorable Mention award

Skills and Interests

- **Languages:** Arabic (Native), English (Professional), French (Intermediate)
- **Computer Literacy:** Microsoft Office, Adobe Suite (Beginner)