

# YASMEEN NASREDDIN

Beirut, Lebanon

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## EDUCATION

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**Beirut Arab University**  
MBA - Marketing & Brand Management

*Jan 2022 - Aug 2023*

**Beirut Arab University**  
BA in Business Management

*Aug 2018 - June 2021*

## EXPERIENCE

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**Chinahub**, Sales Representative

*Oct 2023 - Jan 2024*

- Managed high-volume service queue.
- Provided efficient customer support.

**Arts, Sciences, and Technology University of Lebanon (AUL)**,  
Office of Admissions, Students Affairs Officer

*May 2023 - Oct 2023*

- Coordinated workshop invitations, developing targeted invitation lists.
- Collaborated with faculty and staff to enhance student success initiatives.
- Responded promptly to students' inquiries, addressing questions, and concerns.
- Streamlined admissions processes, increasing the efficiency and quantity of admitted students.
- Provided accurate information regarding admission procedures, deadlines, and other student-related matters.

**Lara Pharmacy**, Customer Service

*Dec 2020 - Jan 2021*

- Addressed customer inquiries, resolved issues.
- Ensured a positive experience for every client.
- Managed pharmacy inventory, monitoring stock levels and placing orders to ensure adequate stock availability.

## PROJECTS

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**Impact of Social Media Marketing on Brand Loyalty in The Lebanese Phone Industry**,  
BAU

*June 2023 - Sep 2023*

- Collected data from around 200 participants.
- Thoroughly reviewed relevant literature.
- Statistically analyzed the collected data.
- Delivered statistically significant results.
- Authored the thesis report.

## SKILLS

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**Programming Languages and Frameworks**  
Microsoft, Python, R, SPSS

**Languages**  
English, Arabic