

## Hadi Zahr

Baabda, Lebanon

Email: [hadihzahr@gmail.com](mailto:hadihzahr@gmail.com) | Phone: (961) 71278245

Saudi – Lebanese | Oct 3, 2000

**In progress, Undergraduate student at LAU majoring in Business Marketing and minoring in Advertising and Public Relations some experience**

<b>Sales</b>	<b>Wholesale/Retail</b>
<b>Advertising</b>	<b>Digital Media</b>
<b>Public Relations</b>	<b>Market Research</b>
<b>Brand Management</b>	<b>Market Strategy</b>
<b>Media</b>	<b>Marketing Manager</b>
<b>Copywriting</b>	<b>Rural and Retail Management</b>
<b>Data and Business Analytics</b>	<b>Event and Wedding Planning</b>
<b>Digital Marketing</b>	<b>Social Media</b>

**Degrees:** BS, Business Marketing, LAU  
Minor in Advertising & Public Relations, LAU

**Languages:** English and Arabic

**Technologies:** Adobe

**Model:** Adobe illustrator, Adobe InDesign, and Adobe XD

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## EXPERIENCE

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### Event Planning

- I'm a main member in the Event Management Club in my university LAU where we come up with new ideas in the events that we make for making the student life memorable.
- Planned for my sister engagement that was held last summer. It was so classy and simple.
- Planned for all my high school events and the two main events were graduation and prom. I was the main assistant of event planning in my high school and I was so passionate about it.

### MEDLIFE Lebanon

**September 2022 – in progress**

- Marketing officer
- Advertising for the Beirut marathon through social media and around LAU campus. In addition to on ground support.
- Working and developing their social media platforms

**iSTYLE (the only official Apple retailer in Lebanon)*****Jan 2022 – May 2022***

- Coming up with new ideas and new campaign
- Creating new marketing strategies
- Working on a new segmentation and targeting strategy
- Developing their social media platforms

**LAU Simulation Program*****Feb 2022 - May 2022***

- Worked on (MUN, MAL, MAU, MEU, MGG) programs
- Worked as PR and calling sponsors
- Worked in Administration team
- Attended Pre- and Post-meetings
- Trained on Managing class distributions

**MMKN CLUB*****Feb 2021 – May 2021***

- 64 hours volunteering as a coordinator in Baalchmay School on volunteering teachers from AUB and LAU who teaches 4 subjects Biology, Chemistry, Math and Physics for grades 8 & 9 for all Official Lebanese Schools.
- Worked on Microsoft Excel taking attendance of students and teachers.

**LEBANESE RED CROSS – YOUTH DEPARTMENT*****Jan 2020 – Dec 2020***

- Volunteering in the Lebanese Red Cross – Youth Department enhance my personality.
- More than 30 hours working on community service to help the needy people from all ages and religions.
- Helping the elder people and making for them events in the hospitals and infirmary.
- Making awareness for all age stages and especially teenagers and elder people.
- Planning and implementing new strategies in the Youth Department.

**NAVIGATING ENTREPRENEURS PROGRAM*****April 2020(4 days' workshop)***

By Rural Entrepreneurs online

- How to be an entrepreneur
- How to start and create a new business
- Most important strategies to start a new business (Problem-Solution, Situation analysis, primary and secondary research and SWOT analysis)
- How to budget our business
- How to Pitch our project
- We create a small business and we Pitch it.

**AMIDEAST, ACCESS 12 (U.S EMBASSY)**  
English Access Microscholarship Program

***March 2017 – December 2019***

- 400 hours learning intensive and advanced English courses.
- Learned about the different cultures and traditions of the U.S.
- Shared in all the events related to the U.S occasions.
- 30 hours volunteer in the *Project Citizen*.
  - Planning and coordinating with municipalities and expert people in environmental laws in government.
  - Implementing new solutions for random construction issue.
- GYSD Project (Social Responsibility Project).
- Workshops and conferences.

**ADYAN FOUNDATION, ALWAN**

***September 2016 – May 2018***

- 40 hours of training on religious diversity, partnership and community service.
- 60 hours of awareness and executive activities for community service.
- Learned how to be an active citizen in the society.
- Learned about the different religions and cultures in Lebanon and abroad.
- Learned that all religions can live together with peace without diversity.
- We worked locally and regionally to achieve Inclusive Citizenship, develop Education on Living Together, activate Religious Social Responsibility, and advancing Freedom of Religion and Belief.
- We worked through homegrown solutions in Education, Research, Policy Making, Media, and Community Engagement Networks.

**YOUTH FOR PEACE (BRITISH COUNCIL)**

***November 2017 – July 2018***

Active Citizens

- 20 hours volunteer in *Active Citizen Project*.
  - Searching for a problem in an in-need society.
  - Planning and implementing a public garden in Helaleye.

**MMKN CLUB**

***April 2018***

- 2-day workshop entitled “*Get Active*” on self-awareness, goal setting, volunteering and social entrepreneurship organized by MMKN Club, USP Club, Health Sciences Student Society, Entrepreneurship Club, in collaboration with Tatweer Baladna NGO at the American University of Beirut.

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**EDUCATION**

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**Bachelor of Science in Business, Business Marketing**  
Lebanese American University (LAU), Beirut, Lebanon

**(Ongoing)**

<b>Minor in Advertising &amp; Public Relations</b> Lebanese American University (LAU), Beirut, Lebanon	<b>(Ongoing)</b>
<b>Minor in Data Analytics</b> Lebanese American University (LAU), Beirut, Lebanon	<b>(Ongoing)</b>
<b>Lebanese Baccalaureate II, Life Science</b> Aabadieh Official High School.	<b>(2020)</b>

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## AWARDS AND HONORS

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<b>Navigating Entrepreneurs Program Certificate of achievement.</b> By Rural Entrepreneurs online	<b>(2020)</b>
<b>Project Citizen Training and Showcase Certificate of achievement.</b> Amideast, Access 12 (U.S Embassy)	<b>(2019)</b>
<b>Active Citizen Training Program Certificate of achievement.</b> Youth for peace (British Council)	<b>(2018)</b>
<b>Active Citizen Training Program Certificate of achievement.</b> Adyan Foundation, Alwan	<b>(2018)</b>
<b>LAU 5<sup>th</sup> Arts &amp; Sciences Fair – Top 2 in Physics Competition.</b> Lebanese American University (LAU) – Beirut campus	<b>(2018)</b>

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## PART CERTIFICATE

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<b>Social-Behavioral-Educational Researcher Certificate</b> By CITI Program	<b>(2022)</b>
<b>Inbound Marketing Certificate</b> By HubSpot Academy	<b>(2022)</b>

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## SKILLS

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- Critical thinking.
- Good communication and debating skills.
- Project management and problem solving.
- Time management.
- Designing and implementing sustainable community project.
- Leadership.
- Creativity.
- Attention to details.

- Teamwork and collaboration.
- Event & Wedding Planning.
- Adobe illustrator.
- Adobe InDesign.
- Adobe XD.