

FARAH HASBANY

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As a marketer, I enjoy looking beyond the product or service and examine the reasons behind consumer purchases, what drives them, and what stimulates their interest. Various customer purchases are made unconsciously, based on their memory, habitude, and familiarity. Thus, maximizing value in areas where customers need should be based on their own experience, expectations and what they are used to. I am also data-driven, keen to expand my knowledge and implement what I have learned so far.

EXPERIENCE

JUNE 2021 – JULY 2021

CUSTOMER SUPPORT INTERN, GEEK EXPRESS

- Assisting customer support employees with administrative tasks.
- Assisting clients with any information regarding inquiries about the programs offered.
- Generating leads by introducing them to the programs, the benefits that will be acquired and by listening to their potential concerns and their expectations of the program.
- Worked on multiple communication platforms to better reach our audience and support them with any inquiry.

SEPTEMBER 2022 – JANUARY 2023

PRECISION MARKETING INTERN, PUBLICIS GROUPE

- Received a theoretical and practical training related to programmatic advertising on Google's demand-side platform (Display and Video 360).
- Clear understanding of processes and transactions involved with purchasing and dynamically placing ads on websites and apps.

EDUCATION

AUGUST 2020 – JUNE 2023 (EXPECTED GRADUATION)

BS IN BUSINESS MARKETING, LEBANESE AMERICAN UNIVERSITY

- CGPA: 3.35
- Listed twice on the honors list.
- Took courses such as Neuromarketing that taught me how consumers make purchasing choices most of the time unconsciously, relying on familiarity and emotions.
- Took up specialization courses such as consumer behavior, accounting, and E-Marketing.
- Earned an Inbound Marketing certificate at the end of the E-Marketing course.
- Participated in a marketing group project with the daughter company of Sanita, Gipsy, where my teammates and I created a new product that cater to an untouched need.

- Participated in a marketing group project with Hosri Holding group where we created a marketing campaign to advertise The Jelly Bean Factory product to the Lebanese market.

OCTOBER 2005 - JUNE 2019

LEBANESE BACCALAUREATE IN HUMANITIES, NOTRE DAME DES APOTRES

SKILLS

- Fluent in 3 languages: Arabic, English and French.
- Collaboration skills: collaborated with team members to tackle common issues faced by clients and worked on a solution.
- Client relationship building: speaking to customers, greeting them, listening to their concerns and helping them.

ACTIVITIES

- Listening to TED talks and podcasts about marketing, self-improvement, and psychology.
- Attend webinars frequently, such as webinars related to NFTs, business, and neuroscience.
- Active member of intersectional feminist club at LAU.