

# INES GHODBANE

Beirut. Lebanon

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## OVERVIEW

Business Administration student with strong academic background and analytical skills seeking an internship to gain practical experience in the business and financial industry. Proficient in financial analysis, forecasting, and modeling with a passion for leveraging data to drive business decisions. Excellent communication and problem-solving skills with a detail-oriented approach to work. Eager to learn and contribute to the success of the organization.

## EDUCATION

**AUGUST 2021- JUNE 2024**

**BBA IN BUSINESS ADMINISTRATION; FINANCE**, AMERICAN UNIVERSITY OF BEIRUT

- A lifetime member of Beta Gamma Sigma: The International Business Honor Society.
- Member of the Business Student Society: Led by students to engage in academic and community events and activities.
- Cumulative GPA: 3.92/4.00.

**JANUARY 2023- MAY 2023**

**INTERNATIONAL GUEST STUDENT PROGRAM**, UNIVERSITY OF PENNSYLVANIA

- Exchange Student for Spring 2022.
- Courses include real estate investment and business responsibility at Wharton School.
- Member of Wharton Women Club.

## EXPERIENCE

**JUNE 2022 – JANUARY 2023**

**TOMORROW'S LEADERS COLLEGE-TO-WORK PIPELINE PILOT PROGRAM INTERN**, THE U.S.-MIDDLE EAST PARTNERSHIP INITIATIVE OF THE U.S. DEPARTMENT OF STATE

- Part of the AgriTech Project.
- Conducted market research and analyzed data to identify business opportunities.
- Developed and maintained relationships with clients, vendors, and suppliers.
- Created and delivered presentations for clients and internal stakeholders.
- Participated in meetings with cross-functional teams to support various projects.
- Assisted in developing business plans and strategies.
- Managed administrative tasks such as scheduling, filing, and data entry.

**OCTOBER 2022 – DECEMBER 2022**

## **AUB GLOBAL HEALTH INSTITUTE- BUSINESS DEVELOPMENT AND MARKETING INTERN,** GLOBAL HEALTH INSTITUTE, AMERICAN UNIVERSITY OF BEIRUT

- Gained hands-on experience in various aspects of marketing and business development, including sales, marketing, finance, and operations.
- Assisted in developing and executing marketing campaigns to increase brand awareness and generate leads.
- Conducted market research and analyzed data to identify potential business opportunities.
- Developed and maintained relationships with clients and partners.
- Created and delivered presentations for clients and internal stakeholders.
- Assisted in developing business plans and strategies.
- Conducted competitive analysis to identify market trends and opportunities.

**JANUARY 2022 – APRIL 2022**

## **SOCIAL MEDIA FOR CLIMATE ACTIVISM INTERN,** BARD COLLEGE- NEW YORK

- Assisted in developing and executing digital marketing campaigns.
- Created engaging social media content and managed social media accounts.
- Conducted market research and analyzed campaign performance.
- Assisted in email marketing campaigns and used various tools such as Google Analytics, Hootsuite, and Mailchimp to measure and track campaign success.
- Gained experience in search engine optimization (SEO) and content creation.

## **CERTIFICATES**

- MEPI award receiver, 2021–2025: Four-year full-tuition scholarship awarded by the department of state for academic excellence in high school.
- Dean's honor list for all attended semesters.

## **EXTRACURRICULAR ACTIVITIES**

- HANDS-ON IS MINDS-ON Project Creator, 2020: funded by the U.S. EMBASSY IN ALGERIA, this project offers kids from underserved communities who could not get their preschool education free sessions which they learn new things that are not present in our typical school curriculum.
- Algerian Youth Leadership Program participant, 2019: cultural and academic exchange program by the department of state for leadership development.
- Tatawwar participant, 2020: exchange program by HSBC and Potential.com to develop business skills, build social awareness and create sustainable solutions for communities.

## **SKILLS**

- **SOFT:** Effective communication, teamwork, leadership, and adaptability.
- **TECHNICAL:** Proficient with Microsoft Office software (Word, Excel, PowerPoint, Access).
- **LANGUAGE:** Fluent in Arabic, English, and French with basic communication skills in Turkish.

