

Lea Braidy

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EDUCATION

American University of Beirut (AUB) | Beirut, Lebanon **Sep 2018 - May 2022**
BE in Civil and Environmental Engineering, graduated with distinction

- **GPA: 3.75/4.00** – Listed on the Dean's Honor List for all semesters
- **Final Year Project (FYP):** tackled the air pollution problem in Lebanon through the implementation of a monorail from Beirut to Jounieh while conducting a cost analysis and evaluating other alternatives

College Des Soeurs Des Saints Coeurs | Zahle, Lebanon **Sep 2003 - Jun 2018**
Lebanese Baccalaureate, Math Emphasis, graduated with distinction

- **GPA: 16.73/20.00**

EXPERIENCE

HEED with Might and Main | Business Analyst Intern | Beirut, Lebanon **Oct 2022 – Jan 2023**

- Managed the whole recruitment process to build a sales team for a leading digital media company and trained new hires
- Conducted benchmarking analysis to help client achieve competitive advantage and build a unique value proposition
- Created standard operation procedures (SOPs), monthly report templates, and performance sheets to track sales process and pinpoint areas of improvement
- Analyzed customer data to identify patterns, informing clients of opportunities to improve customer experience.
- Established the sales department's organizational chart by defining job descriptions (JDs) and responsibilities for the different positions and identified key performance indicators (KPIs) and sales targets

Dar al Handasah (Shair and partners) | Project Management Intern | Beirut, Lebanon **May 2021 - Jul 2021**

- Evaluated project requirements and assessed 4 competing bidders against project criteria during the tendering phase to determine their suitability
- Forecasted the projected returns and costs of a ten-story building by performing a budgeting and feasibility study
- Monitored the construction site progress of 7 contractors and updated the project's schedule and plan regularly

PRODOS for Engineering & Contracting | Civil Engineering Intern | Zahle, Lebanon **Jun 2020 - Aug 2020**

- Participated in a corporate citizenship project aiming to renovate 210 damaged houses and shops after the Beirut blast by offering multiple engineering services
- Raised a return of 220 000 \$ from a network of potential donors and partners to procure raw materials and financial funds, by contacting numerous individuals and organizations
- Implemented waterproof techniques for a 4-story building in Bayada through a structural design project

EXTRACURRICULAR ACTIVITIES

McKinsey Forward Program | Advanced Level Participant | Remote **Dec 2022 - Present**

- Developed and applied critical professional skills and new structured thinking tools through completing digital courses, attending online live sessions, and engaging with experienced consultants from diverse backgrounds
- Led a team of 6 people from different countries to derive a comprehensive and effective solution to a case study on London's traffic problem

Boston Consulting Group Virtual Experience Program | Participant | Remote **Apr 2023**

- Identified markets where handset leasing has been introduced by performing market study and analyzed the impact on revenue and profits of telecom companies operating in those markets
- Assessed the attractiveness of this initiative and forecasted its potential impact on the client's financials by appraising customer criteria and data points

Women at Work Club at AUB | Head of Public Relations | Beirut, Lebanon **Sep 2021 - Jun 2022**

- Spread awareness about taboo and controversial topics by administrating 4 events and workshops on campus that tackled gender inequality and discrimination, gathering over 200 people
- Interviewed 6 prominent public figures and hosted talks and seminars with women entrepreneurs in the region to share their experiences and give tips on subjects such as work/life balance and discrimination in the workplace

Maison de la Vierge des Pauvres | Volunteer | Zahle, Lebanon **Dec 2019 - May 2022**

- Gathered 2000 \$ through the creation of a charitable initiative "Darzit Kheir" that empowers local knitters and tailors in need to create stylish bags and clutches from recycled fabrics
- Managed the distribution of food to 400 underprivileged families in collaboration with the municipality of Zahle

SUMMARY SKILLS

Languages: Arabic (native), French (fluent: verbal and written), English (fluent: verbal and written)

Skills: Microsoft Office (Excel, PowerPoint, Word, Visio), C++, MATLAB, Primavera

Soft Skills: Leadership, Communication, Time Management, Teamwork, Public Speaking

Interests: Boxing, Dancing, Travelling, Skiing