

Kaoutar Nasser

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Address: AUB, Bliss Street | Beirut, Lebanon

EDUCATION

American University of Beirut

Aug 2021 - Dec 2024

- Suliman S. Olayan School of Business-Marketing Concentration

Digital Marketing Training Program-Amideast

Nov 2022 - March 2023

- Completed 40 hours of comprehensive online training in digital marketing, covering key concepts, strategies, and tools.
- Completed the "From Likes to Lead: Interact with Customers" Certification and got awarded the Coursera scholarship.

McKinsey Forward Program

Dec 2023- Present

- Participated in Forward, McKinsey's free online learning journey, acquiring practical skills essential for success in the future of work.

MEPI-TLU Scholarship

August 2021 - Present

- Awarded the highly competitive MEPI-TLU full scholarship to pursue undergraduate studies at the American University of Beirut

PROFESSIONAL EXPERIENCE

0-Waste, environmental consultancy agency, Marketing consultant volunteer, Lebanon

Feb 2024- Present

- Developing and executing a comprehensive marketing strategy for the agency, optimizing social media platforms to amplify brand visibility and engagement.
- Responsible of creating and managing advertising campaigns and analyzing marketing data and metrics to increase their reach.

Youth Leadership Program UNDP, Winner of Champions of sustainable development award, Lebanon

July 2023 - Nov 2023

- Collaborated with team members on an already funded project by USAID focused on providing critical emergency first aid and psychological support to children within the UNRWA school in Ain El Helwe.
- Enhanced program targeting for Lebanese Red Cross partnership through research insights. Received valuable mentorship and pitching coaching via the "Leadership for Sustainable Development" (LSD) program.

MEPI TLP College To Work Pipeline, Marketing consultant, Beirut

Sep 2022- May 2023

- Successfully pitched for the Talal and Madiha Zein AUB-Innovation Park team and represented a startup in a year-long competition.
- Held full responsibility for all aspects of startup business operations, including conducting extensive research and data collection and developed comprehensive marketing strategies and bi-weekly progress presentations.

Asfari Institute for Civil Society and Citizenship, Data and Research Intern, Beirut

Jan 2022- May 2022

- Conducted in-depth research on feminist movements in Morocco and Tunisia, contributing two research papers that examined their development, tools, and the links between old and new movements as part of the Fredrich Ebert Stiftung Feminist Manifesto for the region.
- Implemented data-driven strategies to increase the reach and engagement on the Organization's Twitter account, resulting in a 23% growth in reach.

PROJECTS

CrisisPRO, Community Support Project, Project Leader

Sep 2023 - Present

- Leading a cross-functional team in the development and execution of a final year project focused on creating a community support platform for post-disaster relief.
- Conducting extensive research on relief efforts following the Morocco earthquake, using it as a case study to inform project decisions.

LebanoCraft, Project Leader, American University of Beirut

Sep 2023- Dec 2023

- Led a dynamic entrepreneurship mock business project focused on customizing souvenir boxes in Lebanon based on customer requests.
- Conducted extensive market research and competitive analysis to determine pricing strategies and identify market demand.
- Developed and prototyped various box designs, ensuring high-quality and visually appealing products.

WRITING AND VOLUNTEERING EXPERIENCE

Arab Forum for Sustainable Development (AFSD), Volunteer, ESCWA Lebanon

March 5- March 7, 2024

- Spearheaded the Sustainable Development and Financing station. Facilitated engaging discussions with guests, fostered increased interest in the event and its potential impact on the region.

Beirut Political review, Think Tank Staff Writer, Lebanon

Oct 2023 - Present

- Research, pitch, and draft articles on a rotational basis.

Outlook, Official Student Newspaper, Staff Writer, American University of Beirut

Jan 202 - Present

- Authored and featured articles mainly across the Business section.

SKILLS AND INTERESTS

Language: English | Arabic | French

Interests: Reading | Cooking | Video Editing