

Farah Nassar

Beirut, Lebanon

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EDUCATION

Lebanese American University, Beirut, Lebanon

May 2025

Bachelor of Science in Business with an emphasis in Marketing

Minoring in Public Relations and Advertising

Cumulative GPA: 3.63/4.0

USAID-Scholar

EXPERIENCE

Branch Vice President | AIESEC in Lebanon, AIESEC at LAU

2024 Present

- Organized the Youth Speak Forum conference at LAU as part of the Organizer Committee, serving as Sales Manager and coordinating all event logistics with the team.
- Conducted membership interviews, led team activities, and coordinated a project highlighting leadership, presentation, email communication, and marketing skills.

PROJECTS

Bio-Oil Campaign | Marketing course

Fall 2023

- Applied Consumer Behavior principles by conducting thorough market research, analysis, and devising effective marketing strategies in collaboration with Fattal Group during a university course.
- Demonstrated effective teamwork, creativity, and analytical skills in developing insightful reports, posters, and ideas for a student competition.

Binge-Eating Campaign | Public Relations Course

Fall 2023

- Actively led a campaign aimed at raising awareness about binge eating. Involved in diverse management tasks including booth design, conducting focus groups and interviews, and utilizing social media.

ACHIEVEMENTS

3rd Place Winner | Cosmaline Campus Craze Competition

June 2024

- Created a comprehensive marketing strategy for Cosmaline's new product, Cosmaline Smiles toothpaste, and presented it to Cosmaline at Malia Group.

Accomplished Speaker for Food Heros | AIESEC in Lebanon

Fall 2023

- Delivered impactful sessions on reducing food waste and promoting sustainability for young students at schools.

VOLUNTEERING

Member | Lebanese Spotlight

2023 Present

- Actively involved in recycling efforts, entertaining children, food distribution, and other community engagement activities aimed at fostering societal change.

Member | AIESEC in Lebanon-6th months Program

March 2023

- Engaged in event and project planning while regularly attending weekly meetings.

SKILLS

Skills: Leadership, Teamwork, Fast learner

E-Skills: Microsoft Office Suite (Excel, Word, PowerPoint), Canva Design

Languages: Arabic and English

