

Ines Ghodbane

Ghodbane_ines@outlook.com | www.linkedin.com/in/ines-ghodbane

PROFESSIONAL SUMMARY

Business Administration; Finance graduate, skilled in financial analysis, modeling, portfolio management, and auditing. Proficient in Excel and data visualization tools. Strong in communication, problem-solving, and meticulous work, with a keen interest in applying these skills to real-world business challenges. Possesses excellent interpersonal skills, adaptability, and a collaborative work approach. Eager for educational and practical experience in the business and financial sector.

EDUCATION

University of Pavia – Pavia, Italy **Sep 2024 - Aug 2026**

Masters in International Business and Entrepreneurship

- International Business Track.

University of Pennsylvania – Philadelphia, PA **Jan 2023 - May 2023**

International Guest Student Program

- Relevant coursework includes Real Estate Management, Valuation, Business Ethics and Responsibility.
- Developed a detailed financial model to evaluate the potential returns and risks associated with a proposed real estate acquisition, considering factors such as property costs, financing options, and projected rental income.

American University of Beirut – Beirut, Lebanon **Aug 2021 – Jun 2024**

BBA in Business Administration; Finance

Cumulative GPA: 3.84/4.00

- Dean's Honor List Recognition: Consistently maintained a position on the Dean's Honor List throughout all semesters.
- Relevant coursework includes Investment Management, Risk Management, Corporate Finance, Taxation, Financial Statement Analysis, Business Operations Management, Fraud Examination and Internal Auditing, Project Management, Business Logistics, and Accounting Information Systems.

EXPERIENCE

Economics Intern | Intern | **Mar 2024 – Jul 2024**

Embassy of Indonesia in Beirut

- Organized 3 trade events showcasing Indonesian food and beverage, textile, and handicraft exports, facilitating over 50 B2B meetings with Lebanese companies.
- Conducted market research identifying prime export opportunities in Lebanon for Indonesian food/beverage, textile, and handicraft businesses.
- Supported investment promotion by highlighting Indonesia's business climate and incentives, organizing an investment seminar attended by 75+ Lebanese firms.

Lead to Inspire Masterclass | Intern | **Oct 2023 – May 2024**

Bain & Company

- Leveraging Bain & Company's approach to financial and strategic consulting to enhance organizational performance and foster meaningful client engagement.
- Executing an in-depth audit of assigned manufacturing companies' financial statements, identifying potential financial risks, and recommending corrective actions to ensure compliance with financial regulations.
- Solving complex business strategy cases, applying analytical methods to identify root causes, develop effective solutions, and present compelling recommendations to management.

University Research Volunteer Program | Research Assistant | **Sep 2023 – Present**

American University of Beirut

- Research Project: “Transparent & Resilient Gender Equality Through Integrated Monitoring Planning and Implementation”.
- Implementing research methodologies, overseeing comprehensive data collection, and conducting quantitative modeling for informed decision-making.
- Authoring detailed reports and facilitating coordination activities, ensuring effective communication and collaboration with stakeholders.

Office Of International Programs | Treasury Cabinet Member and Program Mentor | **Aug 2023 – Present**

American University of Beirut

- Spearheading a budget restructuring initiative, meticulously analyzing departmental needs and cost-effectiveness to reduce unnecessary expenditures by 15%.
- Leveraging financial expertise to implement risk assessment frameworks, ensuring adherence to treasury management policies, and contributing to strategic planning initiatives.

- Collaborating with cross-functional teams to develop comprehensive financial strategies and risk mitigation measures, safeguarding the organization's financial stability and growth prospects.
- Providing mentorship and guidance to international students, conducting training sessions and workshops to foster professional development and enhance their academic and professional pursuits.

MEPI-TL College-to-Work Pipeline |Business Intern|

Jun 2022 – Jan 2023

U.S Department of State

- Involved in the AgriTech Project, contributing to strategic initiatives.
- Applying financial forecasting techniques to predict future revenue, expenses, and cash flows, enabling informed decision-making and strategic planning.
- Exhibiting expertise in budget variance analysis, identifying, and investigating discrepancies between budgeted and actual figures to optimize resource allocation and improve cost control.
- Utilizing Excel to perform financial modeling, sensitivity analysis, and risk assessment, providing comprehensive financial projections and risk mitigation strategies.

Global Health Institute |Business Development and Marketing Intern|

Oct 2022 – Dec 2022

American University of Beirut Medical Center

- Performing in-depth competitive analysis using market research tools and industry reports to identify market trends, competitor strategies, and potential opportunities for differentiation.
- Continuously analyzing and optimizing Google Ads campaigns, utilizing data-driven insights to improve ad performance, maximize ROI, and achieve key KPIs such as CTR, ROAS, and conversion rates.
- Preparing comprehensive campaign reports that summarize key metrics, analyze performance trends, and provide actionable recommendations for future campaigns.

Social Media for Climate Activism |Business and Marketing Intern|

Jan 2022 – Apr 2022

Bard College- New York

- Crafting engaging social media content, utilizing social media listening tools to identify trending topics, industry conversations, and audience preferences.
- Utilizing email marketing tools such as Mailchimp and Constant Contact to design email templates, track email open rates and click-through rates, and analyze campaign performance.
- Extracting insights using Google Analytics from website traffic data to identify user behavior patterns, optimize website content, and enhance user experience.
- Leveraging expertise in search engine optimization (SEO) to conduct keyword research, optimize website content for search engines, and build backlinks, resulting in improved website ranking and organic traffic growth.

SKILLS

- **Soft:** Effective communication, collaboration, leadership, adaptability, problem-solving, attention to detail, time management, and interpersonal skills.
- **Technical:** Sage, Refinitiv, Robinhood, Access, IBM Cognos, MS Office Suite (Excel, PowerPoint, Word).
- **Language:** Fluent in Arabic, English, and French; Basic communication skills in Turkish.

AWARDS AND HONOURS

- MEPI-TLU Scholar Award, U.S. Department of State: Recognized for dedication to academic excellence.
- Lifetime Member, Beta Gamma Sigma: Honored as a member of the International Business Honor Society.
- Volunteering and Civic Engagement: Acknowledged for completing over 120 hours of community service.

PROJECTS

CrisisPro: Strategic Natural Crisis Management

Sep 2023- Jun 2024

- In Ouneine, Morocco, I led an innovative crisis prevention pilot project funded by the U.S. State Department, serving as a vital bridge between North African NGOs. The initiative delivers timely assistance through collaboration and technology. I optimized resource allocation and ensured sustainability by applying financial modeling and analysis. I reduced it down to one concise sentence highlighting the location, funding source, purpose of connecting NGOs, use of technology/collaboration, and your specific contributions around financial modeling to optimize resources and sustainability.

Investment Portfolio Management

Jun 2023- Aug 2023

- Spearheaded a strategic simulated financial project, achieving significant outcomes by elevating the portfolio value by \$15,000 within a two-month period. I employed a comprehensive approach that seamlessly integrated financial modeling, market analysis, and risk assessment techniques to identify investment opportunities while meticulously managing risk exposure.
- Leveraged advanced trading strategies, including technical analysis and fundamental analysis, to make informed investment decisions and mitigate potential losses from adverse market movements or other factors that could negatively impact a portfolio's value.
- Determined the optimal mix of asset classes, such as stocks, bonds, and real estate, ensuring long-term portfolio growth and stability.