

Samer Hilal

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Summary

Motivated and detail-oriented Fresh Marketing Graduate with CGPA of 3.61. Equipped with strong communication, problem-solving, and leadership skills forged through academic excellence and practical experiences in team collaboration and project management. Known for a high work ethic and a disciplined, perseverant, goal-driven personal & professional approach.

Core Competency

- Leadership
- Communication
- Neuromarketing
- Social media
- Creativity
- Strategic thinking
- Research
- Presentation
- Problem solving
- Adaptability
- Attention to detail
- Emotional intelligence

Education

Lebanese American University (LAU), Beirut, Lebanon

2021-2024

Bachelor of Science - Business Marketing

3.61 GPA • With Distinction

- Honors list
 - Distinction list
 - Distinction list
 - Distinction list
 - Distinction list
- Spring 2022
Fall 2022
Spring 2023
Fall 2023
Spring 2024

Awards

Lebanese American University (LAU)

Neuromarketing Competition

05/2023

Second place award

- Project incorporated neuromarketing principles into our own fried chicken Fast-food restaurant concept (Dips).
- Developed Restaurant concept (A to Z): Interior/exterior design, Layout, Menu, packaging, Two logo designs, Feasibility study.
- Lead and motivated the team to success
- Used Canva for logo design, menu design, Presentation

Lebanese American University (LAU)

100 Years of Excellence @ LAU: Inspiring talents with Soft Skills

04/2024

First place award

- Developed an eco-friendly rooftop rainwater collection system (Hydro-capture)
- Developed a comprehensive business model and strategy inspired by our product concept.
- Lead and motivated the team to first place success
- Used Canva for: Product, logo, and poster design.

ExtracurricularActivities:

Caritas

06/2023 - 07/2023

GC LAU Model United Nations (MUN)

2019-2020

LAU Model Arab League (MAL)

2018-2019

Computer Proficiency

Proficient in Canva

Proficient in Microsoft Word, Excel, PowerPoint.

Languages

Native or Bilingual Proficiency in Arabic.

Native or Bilingual Proficiency in English.