

Sami Hodeib

Business Administration Student

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Nationality: Lebanese

Summary

A dedicated and detail-oriented Business Administration Student with experience in business management and market research. Having a strong ability to analyze complex business problems, support decision-making, and contribute to strategic solutions. Adept at supporting marketing campaigns and developing engaging materials to enhance brand presence. Skilled in leveraging data-driven insights to optimize strategies and business growth. Passionate about working in a collaborative consulting environment that is conducive to my intellectual, professional, and personal growth. Seeking an internship opportunity to grow professionally, learn from experienced teams, and contribute to the success of the organization.

Experience

Marketing Assistant – 07/2024 to 09/2024

The Abdulla Al Ghurair Hub for Digital Teaching and Learning, American University of Beirut, Lebanon

- Monitored and analyzed social media campaigns to assess engagement and impact.
- Managed social media accounts by scheduling and posting content to drive audience interaction.
- Assisted in creating and designing marketing collateral, including brochures, infographics, and promotional materials.
- Conducted market research to identify trends and inform marketing strategies.
- Provided administrative support, including coordinating communication and maintaining marketing records.

Education

Bachelor's Degree in Business Administration– Present

American University of Beirut, Lebanon

Training

Strategy Consulting Job Simulation, BCG – 2024

Entrepreneurship Bootcamp, Startup by Summer INSEAD – 2021

Extracurricular Activities

Participant, WIDS “Women in Data Science” conference at the American University of Beirut – 2024

Skills & Expertise

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|------------------------------------|---------------------------|
| • Leadership & Team Management | • Data Analysis |
| • Communication & Negotiations | • Time Management |
| • Problem Solving | • Budgeting & Forecasting |
| • Strategic Planning | • Decision Making |
| • Adaptability | • Microsoft Office |
| • Customer Service | • Market Research |
| • Planning & Organization | • Presentation Skills |
| • Social Media Management | • Event Coordination |
| • Content Creation | • Administrative Support |
| • Marketing Collateral Development | • Business Development |
| • Campaign Analysis | • Business Management |

Languages

Arabic: Native | **English:** Fluent | **French:** Fluent