

Reina El Dendachli

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Professional Summary

I am a third-year finance student at AUB with a strong interest in marketing and media. I am eager to combine my financial knowledge with creative marketing strategies to drive impactful business outcomes.

Education

American university of Beirut- OSB, Beirut, Lebanon

Aug. 2022– June. 2025

Bachelors in Business Administration- Finance concentration (Listed on the Dean's Honors List)

- GPA: 3.5/4.0
- Activities and societies: Handball Varsity, Marketing Club, AUB Consulting Club, AUB Social Work Club(SWC), UNICEF, Change Starts here club(CSH), Business and computer science student society (BSS-CSS), AUB outdoors, AUB rally paper.

Beirut Baptist School, Beirut, Lebanon

Lebanese baccalaureate degree- life sciences track- Graduated with distinction

Sep. 2008– June. 2022

Professional Experience

Deals Intern, PwC, Beirut, Lebanon

June. 2024– Aug. 2024

- Assisted the valuation team in performing financial valuations for mergers, acquisitions, and other transactions, using tools like Capital IQ to gather market data and comparable company screenings.
- Conducted in-depth research on market trends and comparable companies, applying various valuation approaches (market, income) to assist in accurate financial analysis.
- Collaborated with a team of Middle Eastern interns on an 8-week GenAI project within the Deals Department, identifying inefficiencies in Transaction Services and company screenings, and proposing an AI-driven solution to improve automation and data accuracy.
- Gained hands-on experience in preparing financial statements, conducting research, and presenting findings through PowerPoint presentations.
- Improved time management and prioritization skills by balancing multiple tasks, meetings, and weekly updates.

Partnership and marketing assistant, AUB OUTDOORS, Beirut, Lebanon

Feb. 2024– May 2025

- Selected as an Assistant at AUB Outdoors (MENA region's largest student-led event) and helped secure \$100K+ in sponsorships and partnerships.
- Drafted proposals, negotiated terms, managed agreements, and created branding packages to enhance event visibility and sponsor engagement.

Academic Tutor, AUB Beirut, Lebanon

Jan. 2024– May 2024

- Collaborated with the OSB undergraduate department to enhance tutoring services and provide effective academic support to business students.
- Instructed students in core topics like financial accounting (ACCT 210) and operations management (DCSN 200) and Excel (CMPS 208).

WSP(work study program), AUB Beirut, Lebanon

Jan. 2024– present

- Joined the WSP within the Events Department at AUB and actively contributed to event logistics, administrative tasks, and on-site support.

Extracurricular Activities

Participant, SDG BRAIN LAB V3.0 PROGRAM- UN GLOBAL COMPACT NETWORK

Oct. 2023– June 2024

- Joined the program selecting the Data and Training Hub to develop essential research and data-driven skills in order to align with my career goals, contribute to sustainable development, and improve my job readiness while enhancing my engagement in the professional landscape.
- Attended several workshops on leadership, motivation, critical design and creative thinking, circular economy and climate action.

Volunteering

Volunteer & Member, UNICEF club

Oct. 2022– Present

- Joined the UNICEF Club and actively participated in volunteering and promoting public awareness for global child rights and humanitarian issues.

Volunteer, Order of Malta Lebanon

Mar. 2023

- Volunteered with OMV for a heartwarming "Day in the Snow" event, creating joyful memories for vulnerable children.

Volunteer, Khelkhal

Oct. 2022

- Volunteered to organize clothes donations at the campus donation booth through a collaboration with the AUB Social Work Club

Skills, Languages, & Others

Technical Skills: Office Package (Word, PowerPoint, Excel), Canva, CapCut.

Soft Skills: Communication, Leadership, Teamwork, Adaptability, Creativity, problem solving.

Languages: Arabic(Native); **English** (Fluent); **French** (Basic)

Interests: Marketing, Social media, Fashion, PR, Content creation

Certificates

- **Digital Marketing:** HubSpot
- **Inbound Marketing:** HubSpot
- **GenAI & Me | GenAI R&Q :** PwC
- **Thinking and communicating with data | Planning a data driven project | Intro to Data and Databases:** Kubicle