

## MARIAM SASSO

Beirut, Lebanon

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[LinkedIn URL](#) / Dual Nationality (Lebanese and Sierra Leonean)

### Professional Summary

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I am a driven individual with a passion to always learn something new. I have effective organisational and communications skills. I have a keen sense of leadership while being very disciplined.

### Education

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#### American University of Beirut

Beirut, Lebanon

*Bachelor of Business Administration (Marketing) / Minor in Philosophy*

September. 2019– June. 2023

- Dean's Honor List, 2021

#### Baobab College

Lusaka, Zambia

*IGCSE and AS Level*

August. 2006– June. 2019

- Primary school Deputy Head Girl, Secondary school Prefect, Principal's Award 2013

### Professional Experience

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#### Aralects

Beirut, Lebanon

*Marketing Intern*

June. 2025– September. 2025

- Assisting in marketing strategy, logistics and overall business strategy.
- Research and managing content for the company blog, aligned with SEO and marketing efforts.
- Plan and coordinate for events that the company will be part of.

#### FOO Mobi

Beirut, Lebanon

*Marketing Intern*

December. 2023– March. 2024

- Edited and posted the content for LinkedIn, resulting in a more consistent schedule to drive engagement.
- Coordinated and aided with the PR agency to improve brand identity, creating a complete brand image.
- Researched and assisted with the company newsletter, leading to more efficiency with information gathering.

#### Rawanco S.A.R.L

Beirut, Lebanon

*Sales Intern*

July. 2022

- Collected and researched target markets, to create a database for further analysis.
- Communication and sales pitch with existing and potential new customers, leading to new clients.

#### Mirum (acquired by Wunderman Thompson)

Dubai, UAE

*Marketing Intern*

June. 2022

- Market Research of products and competitors, resulting in more information collected for the database.
- Created and presented event calendars, leading to idea generation and effective communication with clients.

**Baobab College Early Learning Center**  
*Assistant*

**Lusaka, Zambia**  
January. 2019– April. 2019

- Planned and coordinated activities for students, resulting in parents being updated daily on progress.

**Protea Hotel by Marriott**  
*Intern*

**Lusaka, Zambia**  
June. 2017

- Completed rotations in all departments, leading to effective communication with guests and staff.

Languages

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**English** (Native); **Arabic** (Advanced); **French** (Basic)

Skills

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**Functional Skills:** Canva, Microsoft Office, Social Media  
**Soft Skills:** detail oriented, effective communication, teamwork and leadership

Extracurriculars and Certificates

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- HubSpot SEO Certification (2025)
  - AUB Outdoors Decoration/Construction team (2023)
  - Red Academy Competition with Memac Ogilvy and the American University of Beirut (2023)
  - AUB Varsity Women’s Rugby team (2022)
  - Duke of Edinburgh Bronze Award (2017)
  - ICDL Certification (2016)