

## ZEINAB KASSEM

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**Nationality:** Lebanese

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### SUMMARY

Economist and Management Specialist focused on strategic planning, economic analysis, and digital engagement. Fluent in English, French, and Arabic, with strong adaptability to dynamic, multicultural environments. Skilled in applying economic insights to drive organizational growth, optimize team performance, and support strategic objectives. Passionate about delivering innovative solutions and developing impactful strategies that align with business goals and promote sustainable success

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### EXPERIENCES

#### Consultancy Project – ICARE Sustainably

London | Jan 2024 – Jan 2025

- Conducted market research on sustainability awareness among youth and analyzed behavioral trends affecting environmental engagement.
- Designed a performance measurement framework with KPIs to evaluate engagement outcomes and resource allocation.
- Assessed the effectiveness and economic impact of outreach strategies, providing data-driven recommendations to support organizational growth.
- Prepared analytical reports summarizing project findings, insights, and strategic proposals for stakeholders

#### Accountant Intern – Elite Hotel

Lebanon | Jun 2022 – Jan 2023

- Assisted in preparing financial statements, budget forecasts, and variance analysis for managerial decision-making.
- Supported internal audit procedures and helped strengthen financial compliance and operational efficiency.
- Worked with departments to monitor expenditures and ensure alignment with budget plans.

#### Founder – Small Business

Lebanon | Feb 2021 – May 2022

- Conducted market research to identify customer needs, assess competition, and develop pricing strategies.
- Managed budgeting, revenue tracking, and financial planning to support business sustainability.
- Developed strategic marketing plans based on data analysis and performance evaluation.
- Oversaw daily operations, resource allocation, and digital content strategy to support business growth.

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### EDUCATION

#### MSc in International Business Management

Kingston University, London (Distinction) | Jan 2024 – Jan 2025

#### Bachelor of Economics

Université Saint Joseph de Beirut, Lebanon | Sep 2020 – Jun 2023

#### French & Lebanese Baccalaureate – Socio-Economic

Lycée Franco-Libanais Habbouch Nabatiyeh, Lebanon | Sep 2005 – Jun 2019

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### SKILLS

Economic & Market Analysis	Strategic Planning & Management
Financial Reporting & Budgeting	Data Analysis & Forecasting
Business Research & Problem-Solving	Leadership & Team

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### LANGUAGES

Arabic (Native), English (Fluent), French (Fluent)