

ANTHONY A. BOU NASSAR

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Education

Notre Dame University, Zouk Mosbeh, Lebanon

August 2020 - June 2023

Bachelor of Business Administration; GPA: 3.75; high distinction

- Dean's list for academic excellence across all semesters

Bouchrieh Adventist Secondary School, Bouchrieh, Lebanon

June 2020

Lebanese Baccalaureate – Life Sciences section

- Awarded a 100% scholarship for the first year at Notre Dame University in recognition of being the top student in class

Courses

Udemy, Self-learning courses

- **The Data Analyst Course:** Complete Data Analyst Bootcamp

Experience

Autentico Ristorante - Strategy and Growth Manager - Broummana, Lebanon

April 2023 - Present

- Planned and executed a successful market expansion strategy for business relocation, incorporating market research, competitive analysis, and targeted marketing initiatives to optimize customer acquisition and retention
- Conducted data-driven brand growth analysis, leading to a 70% increase in social media following over 10 months, enhancing digital presence and customer engagement
- Led content strategy development, leveraging data insights to guide creative direction, resulting in 10+ high-impact multimedia assets that improved brand visibility
- Negotiated and established partnerships with 7 industry influencers, driving a 35% increase in Instagram engagement

Rugalicious - Co-Founder and Sales Manager - Baabdat, Lebanon

June 2023 - January 2024

- Spearheaded the design and production of unique tufted rugs tailored to diverse customer preferences and design aesthetics
- Developed a comprehensive financial model for planning and budgeting; including revenue projections, expense breakdown, cashflow analysis, a budgeting framework, and financial ratios, which led to effective expense management and a short payback period of 2-months
- Established strong relationships with customers; scheduling design consultations and keeping up with order updates
- Reduced waste by 30%; prioritizing sustainability throughout the whole manufacturing process by opting for eco-friendly yarn and repurposing yarn scraps and fabric into stuffed animal toys, to be given to children in need
- Managed Rugalicious' Instagram account, creating engaging posts, reels, stories, and captions that authentically represented Rugalicious' identity; attracting 1,000 new followers within a 3-month period

TBWA\RAAD - Account Management Intern - Dubai, UAE

July 2022 - August 2022

- Produced and refined marketing materials for over 7 high-impact campaigns
- Engaged with 5+ high-profile clients, including Hilton and Daikin, through several meetings to understand their needs and objectives, leading to tailored solutions that enhanced client satisfaction
- Provided valuable strategic insights through in-depth research and analysis, contributing to a 20% increase in campaign effectiveness and optimizing client outcomes
- Crafted data-driven presentations based on 50+ hours of research, facilitating strategic planning and decision-making

Extracurricular Activities

180 Degrees Consulting Club NDU - Consultant

October 2022 – June 2023

- Advised a local NGO by benchmarking organizational structures across 7+ peer organizations and delivering data-driven recommendations, while designing strategic processes from inception to closure.
- Led outreach and growth initiatives for the club, increasing club visibility and engagement by 30%
- Applied insights from professional workshops to improve project delivery and team performance

Scouts du Liban - Member and Leader

January 2016 – January 2022

- Led a team of 9 Scouts in Saint Antoine Baabdat for over 3 years
- Organized and oversaw weekly meetings and 6+ community service projects

Skills

- **Hard skills:** Python Programming, SQL, Google Data Studio, Data Preprocessing, Data Visualization; Data Analysis, Data Analytics, Microsoft Office (Excel, Power Point, Word)
- **Languages:** Fluent in spoken and written English and Arabic
- **Interests:** Padel, running, traveling, music production