



SAMARA HOJEIJ

(Lara Samara Hojeij)

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EDUCATION

Bachelor of Psychology (Pre-Medical Track)

American University of Beirut
2021-2025

- Studied cognitive and behavioral psychology theories and their real-world applications.
- Conducted academic research applying psychological methodologies and statistical analysis.
- Developed strong skills in data collection, interpretation, and evidence-based decision making.
- Integrated scientific rigor with behavioral analysis to understand human and consumer behavior patterns.

SKILLS

- Research Skills
- Communication
- Data Analysis
- Leadership
- Organisational Psych
- Problem Solving & Negotiation

ABOUT ME

Results-oriented and strategically minded graduate with a background in psychology and scientific research. Passionate about understanding behavior to drive business growth, optimize performance, and build meaningful partnerships. Experienced in sales analysis, event leadership, and stakeholder coordination, with a natural strength in negotiation and relationship-building.

EXPERIENCE

- Talent Development Intern** *Feb 2026 - Present*
Azadea Group
 - Assisting in training coordination and organizational development processes.
- Sales & Merchandising Analyst** *Jan 2025-Dec 2025*
Potion Kitchen | Beirut
 - Analyzed product performance and sales trends.
 - Identified high- and low-performing SKUs.
 - Conducted competitor and market observations.
 - Supported merchandising and promotional strategy.
 - Optimized stock flow and in-store positioning.
- Content Creation & Marketing** *Jan 2023 - Sept 2024*
BlackBox AI | Beirut
 - Managed social media for target market.
 - Created engagement-driven content.
 - Monitored and optimized performance metrics.
- Senior Representative** *2024-2025*
Psychology Student Society
 - Liaised between students and administration.
 - Coordinated events and outreach initiatives.
 - Increased student engagement and participation.
- Stage Supervisor & Team Lead** *Jan 2023 - May 2023*
AUB Outdoors 2023 & AUB Outdoors 2024
 - Led 100-member team during large-scale event.
 - Coordinated performances of 25+ artists.
 - Ensured seamless event execution.

LANGUAGES

- English (Fluent)
- Arabic (Fluent)
- French (Intermediate)
- Spanish (Intermediate)