

# SÉRÉNA ABI SAAD

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## PROFILE

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Creative, motivated and passionate. I grew up among 2 competitive older brothers and 1 younger sister which makes me who I am today . Growing up as a Gen z in the heart of all the technological innovations is the best timing to be curious and to try new things!

## EDUCATION

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**American university of beirut (AUB)**, BBA in marketing & advertising

Since aug 25

- Clubs: Marketing club, UNICEF club, consulting club

**College Élysée**, french baccalaureate

2009-2025

- Achieved high grades in French oral presentations, demonstrating powerful public speaking skills
- Elected class representative, developed social and problem-solving skills
- Achieved the highest grades in sports between the girls in my class of 2025

## PROFESSIONAL EXPERIENCE

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**Grand pine resort**, intern content creator/ model, full time cashier

June 25-sept 25

- Contributed in the creation of many posts making sure it fits the aesthetic of the company. 22 videos & 10 pictures were featured promoting the services of the company with my help. Improved creativity, social media strategy.
- Developed customer service, communication and time management skills as well as multitasking

**Dee spa**

Since Jan 25

- Brainstormed content ideas. Developed critical thinking and content writing abilities

## ADDITIONAL EXPERIENCE

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• **MUN**

worked weekly on new arguments, strengthened debating abilities and learned to work in competitive environments

2023-2024

• **volunteer**

with "talae3 Mar nohra" (food, toys) and with UNICEF club enhanced patience and empathy

Since 2021

• **dance student (street jazz)**

4h/month, learned discipline and perseverance, developed fast learning skills

2022-2024

• **gymnastics student**

developed stretching techniques and flexibility

2018-2020

## SKILLS & PERSONAL

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- **Languages:** Lebanese Arabic (native), French (advanced), English (fluent), Spanish (basic)
- **IT:** Canva, Capcut, Microsoft (excel, word), Inshot, Snapseed
- **Certificates:** MUN participation, Fire training participation