

SARRA FASSEKH

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EDUCATION

American University of Beirut (AUB), Beirut, Lebanon

Aug 2023 – Jun 2027

- Bachelor's degree in business administration. GPA: 3.55/4.0
- Double Concentration in Business Information and Decision Systems and Marketing. Minor in Data Science
- Recipient of the Middle East Partnership Initiative Tomorrow's Leaders Undergraduate Fully Funded Scholarship

EXPERIENCE

JCI Africa and Middle East, Remote

Sept – Dec 2025

Social Media Intern

- Managed Instagram, Facebook & LinkedIn for a community of 13,000+ followers across the AME region
- Drove 136K+ Instagram views, 21.8K reach and 4.3K interactions in Nov 2025 through event-led content
- Boosted Facebook to 116K+ views and +269 net followers in one month with high-engagement albums & reels
- Scaled LinkedIn to 4,180 impressions (+429% MoM) and +83 new followers via leadership announcements

TECHNO CAST, Douaouda, Algeria

Jul – Aug 2019

Sales and Marketing Intern

- Organized and maintained 170 purchase orders for the current and previous 3 years
- Computed and analyzed quarterly turnover based on data from the company
- Discussed preferences with 5 customers in real-time leading in more customer referrals

EXTRACURRICULAR ACTIVITIES

LCOY Algeria (Local Conference of Youth), Algiers, Algeria

May – Aug 2025

Media & Communications Coordinator

- Managed social media (Instagram, TikTok, LinkedIn) and created digital content (posts, stories, reels)
- Grew Instagram following by 1100% and LinkedIn by 1900% through targeted content and engagement strategies
- Filmed and edited on-site media coverage and coordinated media team tasks

Your Big Year, Remote, Netherlands

Feb 2023 – Present

Senior Youth Leader

- Facilitate international networking and cultural exchange with 120+ participants
- Coordinate global events promoting the UN SDGs and youth engagement
- Interview industry leaders to explore innovation, leadership, and impact
- Represent youth voice in global discussions on sustainability and inclusion

Algerian Youth Leadership Program, Nevada, U.S.A.

Jun – Jul 2022

Exchange Youth Leader

- Attended leadership, teamwork, and project planning workshops at the University of Reno, Nevada
- Volunteered with an environmental community organization (Keep Truckee Meadows Beautiful)
- Discussed prevalent community issues with the U.S. Department of State
- Led a community project in Algeria about water treatment and filtering which included 20+ participants

PROJECTS

AI Innovation Projects | Microsoft Education & International Connector

- Future of Education: AI integration in learning and modern education led by user interaction
- Hero's Journey: AI-driven innovation and technology design based around user self-reflection and collaboration

WORKSHOPS AND CERTIFICATIONS

FinFit Innovation Camp

- Financial literacy and project planning training

Make an Impact Fellowship

- Online United Nations Sustainable Development Goals and personal branding training

SUMMARY SKILLS

Languages: Arabic (Native), English (Fluent), and French (Fluent)

Skills: Microsoft Office Suite, Python, Adobe Photoshop, Canva, Capcut, Data visualization, Process Mapping, Access.

Interests: Volunteering, Weightlifting, Mixed Martial Arts, Chess, Hiking, Traveling, Drawing, and Photo and Video editing