

JAWAD KASSEM

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EDUCATION

American University of Beirut (AUB):

Aug 2023 – Present

Bachelor of Business Information & Decision Systems (BIDS)

Activities and societies: AUB Outdoors, Cedar Economics Forum (CEF), Marketing Club, Global Strategy Review (GSR)

EXTRACURRICULAR EXPERIENCE

CEDAR ECONOMICS FORUM (CEF)

Sep 2024 – Present

- Coordinated catering and hospitality operations for conference sessions, receptions, and breaks, ensuring smooth service delivery and guest support.
- Managed vendor communication, dietary requests, and on-site meal logistics in coordination with internal event teams.

E-COMMERCE:

2023 – 2024

Street Receipts

- Founded a streetwear brand inspired by music and fashion.
- Designed and launched the online store using Shopify.

AUB ELECTIONS:

Oct 2025 – Present

OSB Junior SRC

- Elected by peers to represent junior students in the Suliman Olayan School of Business.
- Collaborate with other council members to discuss and address student needs.
- Support planning and coordination of university-wide initiatives and student activities.

AUB OUTDOORS:

- Helped manage entry and exit flow during large-scale student events and concerts.
- Ensured crowd safety by monitoring density and coordinating movement with other volunteers.
- Communicated with the security team to respond quickly to incidents or congestion.

MARKETING CLUB

Sep 2025 – Present

Sub-Cabinet Treasurer

- Manage and track club expenses and budget for events and campaigns.
- Support event planning and coordination, ensuring smooth logistics and timely execution.
- Collaborate with fellow sub-cabinet members to propose marketing ideas and improve outreach.

GLOBAL STRATEGY REVIEW (GSR)

April 2025 – Present

Sponsorships & Events

- Assist in organizing conferences, panels, and student-led business events.
- Coordinate with partners and sponsors to support event logistics and funding.
- Contribute ideas to improve event engagement and outreach on campus.

VOLUNTEERING

AUB RALLY PAPER

- Competed in a university-wide challenge where the top 3 teams earned a combined \$18,000 prize to support NGOs of their choice.
- Applied strategic thinking, problem-solving, and teamwork to interpret clues and complete objectives efficiently.

SKILLS & PERSONAL

Technical Skills: PowerPoint, Word, Excel, Canva, Operations Management

Languages: English (Fluent), Arabic (Fluent)

Personal Skills: Fast learner, time management, disciplined and ambitious, and athletic