

Sila Sawaf

Beirut, Lebanon | +961 81 018 273 | silasawaf1@gmail.com | sila.sawaf@lau.edu

D.O.B: 22/05/2006

Nationality: Syrian

Objective:

Economics student passionate about understanding global markets, economic trends, and using economic insights to solve real-world problems.

Also skilled in Data Analytics, with experience in Tableau, Excel, and data visualization, eager to apply analytical and technical skills to enhance decision-making and learn new competencies in a global management context.

Education

Lebanese American University – Beirut, Lebanon

B.A. in Economics | 2024–Present

Current GPA: 4.0

CGPA: 3.8 (current) | Final Year

Work Experience

Creative Marketing Assistant (Part-Time) (Fouad Makhzoumi's Innovation Center at LAU) | January-Present

- Create and design social media content including posts, reels, and stories for platforms such as Instagram and LinkedIn.
- Develop branding and visual assets such as presentations, posters, and digital marketing materials.
- Support content planning, scheduling, and publishing to ensure consistent online presence.

LAU Simulation Model – Coordinator, Logistics & Operations Team | 2025–Present

- Manage logistics and coordinate operations for simulation events, ensuring smooth execution of activities.
- Collaborate with team members to organize schedules, resources, and participant support.
- Develop problem-solving, planning, and leadership skills in a real-world academic environment.

Mass Fluence Marketing Agency – Intern | 2025, 2 months

- Assisted in marketing campaigns and social media content creation.

ZARA Sales Analysis Tableau Project – University Project | 2025

- Developed a 3-page multi-themed Tableau dashboard (Product & Material, Sales & Promotions, Pricing & Preferences).

- The Tableau dashboard answered 12 different business questions through different types of visualizations.

- The Tableau dashboard can be accessed through this link:

<https://public.tableau.com/app/profile/sila.sawaf/viz/ZARAprject2/MainPage?publish=yes>

- Prepared full user manual
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Skills

- **Data & Analytics:** Tableau, STATA, Excel, Microsoft Office
 - **Design:** Photoshop, Canva, CapCut
 - **Other:** Research, Report Writing, Presentation Skills, Problem Solving, Time Management, Communication
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Languages:

- English – Fluent
 - Arabic – Fluent
 - French – Basic
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Honors & Awards

- LAU Dean's Honors List 2024 (Fall)
- LAU Dean's Distinction List 2025 (Spring)
- LAU Dean's Distinction List 2025 (Fall)
- LAU Dean's Distinction List 2026 (Spring)