

Caterina Baz

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EDUCATION

American University of Beirut (AUB), Bachelors in Business Administration

Aug 2023– Jun 2026

- GPA: 3.75/4.0

College des Soeurs des Saints Coeurs – Zahle, Lebanese Baccalaureate (Life Sciences)

Sep 2010 – Jun 2023

PROFESSIONAL EXPERIENCE

Impact BBDO, Marketing and Advertising Intern

Jul 2025 – Aug 2025

- Supported client servicing, campaign ideation, research, competitive benchmarking, assisted in shoots and cross-team coordination across social media and artwork departments.

Arab Business Machine - Holcom, Marketing Intern

Jun 2025 – Jul 2025

- Assisted in planning content calendars, BDF tracking, iStyle store visits, activation research and ideation.

Unleash your creativity competition, second place winner of the marketing competition held by Hosri group

Apr 2025

- Placed 2nd out of 70 teams from different universities in Lebanon for creating, promoting and pitching a campaign to recruit volunteers and spread awareness of EYWA NGO.

L'Oréal Brandstorm competition, Finalist in marketing competition held by L'Oréal

Mar 2025

- Placed 3rd out of 98 teams from different universities in Lebanon for proposing -by pitching to industry leaders- a creative solution in men's grooming.

EXTRACURRICULAR EXPERIENCE

Olayan School of Business, Cabinet member of the Business Student Society

Jun 2025-Present

- Member at large in the cabinet, Support cabinet initiatives across marketing, events, operations, and photography.

AUB OUTDOORS, Marketing Assistant

Mar 2025-Jan 2026

- Assisting in branding, social media strategy, content creation and media/influencer partnerships.

AUB Yearbook, Head of Photography

Apr 2024- Jan 2026

- Led graduate photoshoots and collaborated with editors/designers on yearbook production and final proofing.

Office of International Programs AUB, Mentor

Jan 2025- May 2025

- Mentored international students and organized activities to support their integration into AUB and Lebanon.

St. Georges Church- Zahle, Member of youth group and part of choir

Sep 2010 - Present

- Participating in volunteering and charity work | Holding and coordinating camps, trips and other events with several churches
- Part of Father Isaac the Athonite Orthodox Choir (choir of the diocese of Zahle and Baalback)

VOLUNTEERING

AUB Career Readiness Program, Usher

Jan 2025

- Working and Guiding Company representatives during the event.

AUB commencement Ceremonies, Volunteer

Jun 2024

- Working with the Board of Trustees and the Honorary Doctorates before and after the graduation ceremony.

Women in Data Science event, Volunteer

Apr 2024

- Working with the welcome team during the event.

AUB Open House, Tour Guide

Apr 2024

- Guided prospective students through campus, academics, and student life at AUB.

SKILLS & PERSONAL

Certificates: Haven AUB Sign Language | Public Relations Stukent Simternship | NxL Season 3 | 3D printing and Design workshop

Languages: Arabic (native), English (fluent), French (proficient)

Interests: Photography (I have a photography page on Instagram: lahazat_bycat), Reading, Painting.