

# DANAI EL HAJJ IBRAHIM

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## PROFILE

Business development and marketing professional with more than seven years of experience across various industries including education and technology. Notable experience includes leading strategic planning, business development and fundraising for a leading academic institution in Beirut; created marketing strategies and launched campaigns that contributed significantly towards fundraising goals. Currently heading business development in Beirut for Classport, a Dubai-based fitness application. Skilled at cultivating long-term relationships with clients and partners. Fluent in English and Arabic. Knowledgeable in French.

## PROFESSIONAL EXPERIENCE

### May. 15 – Feb. 18 **Director of Alumni & Community Relations | American Community School (ACS) | Beirut**

Business  
Development

- Fundraised for annual fund by securing sponsorships, soliciting private support and planning events. Prepared and presented proposals and pitches, successfully raising USD +200k to support scholarships, renovations and professional development.
- Cultivated community relationships and led activities among volunteer groups including alumni, parent, students and faculty.
- Managed relationship with parent ambassadors of the Development and Alumni Relations Office, planning fundraisers for the school and securing donations. Nurtured relationships with key school departments, collaborating on multiple projects.

Marketing

- Launched social media accounts; ran campaigns to promote fundraising events, news and evolving community-focused goals.
- Initiated online fundraising campaign as part of a collaborative effort to increase engagement especially among young alumni (+80%), students (+90%) and parents (+60%); successfully raised USD 45k using online tactics in just over two years.
- Conceptualized, strategized and launched a digital video project leveraging story-telling to showcase community success.
- Developed and launched first guest speaker series, IMPACT, that provides students with an opportunity to hear from industry leaders; first series titled 'Empowering Women in Sports' was hosted by four business leaders in the fitness space.
- Collaborated with booming technology scene in Lebanon by working on various projects with top startups including Toters, FabricAID and Geek Express; partnered with ArabNet to host first 'Startup Awareness Assembly' for students.

### Aug. 17 – Present **Business Development Manager (Part-Time) | Classport | Beirut**

- Lead business development and market expansion for a leading MENA Dubai-based fitness application in Beirut.
- Pitch and secure contracts with fitness studios; developed onboarding process for management dashboard with signed studios.

### Feb. 11 – Apr. 15 **Annual Fund & Alumni Programs Officer | American Community School (ACS) | Beirut**

- Organized fundraisers and planned alumni events in Beirut, Dubai and US. Voted in as VP of Board of Governors of ACS Alumni Association, Co-Chair of Student Life & Activities Accreditation and member of Strategic Planning Team.
- Taught 'Development & Alumni Relations Affairs' to senior students after pitching concept to high school dean.

## EDUCATION

Feb. 18 Growth Velocity | *Digital Marketing Workshop*

Nov. 17 Google Apps for Education Summit | *Attendee*

Nov. 17 Social Media Strategies Summit | *Attendee*

Jul. 14 New York University (NYU) | *Certificate in Project Management*

Jul. 11 – Apr. 16 CASE Social Media & Community (Chicago), Alumni Engagement Strategies (New Orleans), Alumni Relation Conference (Vermont), NAIS Independent Schools Conference (San Francisco), Summer Institute in Educational Fundraising (Dartmouth)

Jul. 10 American University of Beirut (AUB) | *BA in Political Science & Public Administration*

Jul. 06 American Community School (ACS) | *High School Diploma*

## SPORTS

Coach

- Coached and won international tournaments as Varsity Girls Soccer, Volleyball and Basketball coach between 2006 and 2017.

Team Member

- Played as ACS team captain and player across ACS and non-ACS soccer, basketball and track and field teams.

Volunteer

- Facilitated set up of a student-led sports initiative, Hoopful Hands, to support refugees.