

**Sawsan M. Nsouli**  
Beirut, Lebanon  
Lebanese-Canadian  
Date of Birth: February 14<sup>th</sup> 1996  
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## Education

### **American University of Beirut (AUB)**

#### **Bachelor of Arts in Economics**

**GPA 3.8**

Minor in Political Studies

Lebanon

Sept. 2014-Jun. 2017

### **Collège Protestant Français**

French Baccalauréat - Economics and Social Sciences (ES)

Sept. 2010-Jun. 2014

### **International School of Geneva, La Grande Boissière**

2008-2010

## Work Experience

### **PwC**

#### *Deals Intern*

Lebanon

Feb. 2018-Mar. 2018

- *Studied the services offered by PwC: feasibility, valuation and due diligence*
- *Assisted the Deals team in conducting financial due diligence (FDD) and strategy projects*
- *Utilized PwC's deal tool to examine and breakdown client financials used in FDDs*
- *Carried out data gathering, market research and competitor profiling*
- *Attended a finance for non-finance professionals workshop*

### **Leo Burnett**

#### *Strategy and Planning Intern*

Lebanon

Nov. 2017

- *Conducted competitive research, market analysis and segmentation for several clients*
- *Created mood boards for clients*
- *Defined new brand identities, generated insights about unconscious drivers of brands, underlying emotional and rational triggers leading to product and brand preferences*
- *Worked alongside the Planning Team to build and develop strategies for pitches*
- *Analysed key trends*

## Extracurricular Activities

### **Civic Welfare Club (AUB)**

Lebanon

2016-2017

- *Organized lectures, clothing donations and interactive activities*
- *Participated in the sales of bracelets in collaboration with the Brave Heart Fund*

### **Investment Club (AUB)**

2016-2017

- *Attended a lecture held by Stephane Abichaker on the "Bitcoin and the Future of Money"*

### **Economics Students Society**

2014-2016

- *Attended a discussion concerning inequality in the Middle East held by Thomas Piketty*

### **Reach Cambridge**

United Kingdom

Jul. 2013

- *Completed a university preparation program*
- *Assisted to lectures and workshops on life skills*

## Volunteer Work:

### **Shifaa Youth Club**

Lebanon  
2017-2018

- *Offered food to orphans and underprivileged people at a soup kitchen*

### **SAID Colorectal Cancer Awareness Association**

2016-2017

- *Assisted the founder in delivering lectures in public schools*
- *Participated in the organization of the fundraiser run for the Beirut Marathon 2016 and 2017*
- *Managed several social media platforms*

### **Sabre Charitable Trust Fundraiser**

Jul. 2013

- *Partook in raffles, auctions and sports tournaments to raise funds through street collection*

United Kingdom

### **Brave Heart Fund**

Jul. 2013

- *Volunteered in support of the Brave Heart Yoga Event, the largest yoga event in Lebanon*

## Skills & Qualifications

**Languages:** Fluent in English and French. Intermediate knowledge of Arabic and Spanish

**Computer:** MS Office (Word, Excel, PowerPoint), basic knowledge of Visual Basic for Applications (VBA), Structured Query Language (SQL) and Content Management Systems (CMS)

**Soft Skills:** Attentive, Organizational, Collaboration, Research

**Hobbies & Activities:** Traveling, Ping-Pong, Badminton