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## EDUCATION

<b>Imperial College Business School, London</b> <i>MSc. Innovation, Entrepreneurship and Management</i> Final Grade: A, Merit Core Modules: Project Management, Innovation Management, Venture Capital, Entrepreneurship	<b>Sept. 2016 – Sept. 2017</b>
<b>American University of Beirut, Lebanon</b> <i>BSc. Nutrition and Dietetics Coordinated Program, ACEND Accredited</i> <i>Minor in Philosophy</i> GPA: 3.88/4.00; Distinction, Ranked 1 <sup>st</sup> in years 2014-2016	<b>Sept. 2012 – May 2016</b>

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## WORK EXPERIENCE

<b>Startup Consultant</b> (London-Based Startups)	<b>Mar. 2018 – Present</b>
<ul style="list-style-type: none"><li>Devise business structures and aid clients in go-to-market planning, brand positioning and marketing strategies</li><li>Conducted design research to gather insights and identify opportunities for product strategy development</li><li>Developed a Minimum Viable Product (MVP) to test customer interest and product-market fit</li></ul>	
<b>STRIPPD Ltd., London</b> (Sports Nutrition E-Commerce & Retail Start-up) <i>Marketing Manager</i>	<b>Oct. 2017 – Mar. 2018</b>
<ul style="list-style-type: none"><li>Managed all marketing functions with an allocated budget of £480K, including direct brand management, product launches, advertising, digital marketing and trade marketing</li><li>Collaborated closely with buyers for UK's two largest health retailers to successfully lead the market launch of 6 new products</li><li>Developed and implemented a series of integrated digital marketing campaigns that boosted online sales by 35% and resulted in a 43% increase in web traffic through improved SEO and site visibility</li></ul>	
<b>Neat Nutrition Ltd., London</b> (Sports Nutrition E-Commerce Start-up) <i>Marketing Analyst Intern</i>	<b>June 2017 – Aug. 2017</b>
<ul style="list-style-type: none"><li>Researched the market and identified new trends within the Food &amp; Beverage industry and used consumer insights to identify opportunities and new product possibilities ahead of competition</li><li>Analysed and presented key marketing data to senior management, and streamlined areas to maximize potential sales opportunities</li><li>Liaised with marketing team to launch aggressive growth plans that helped increase customer base and generate global revenue of £62K over a two-month period</li></ul>	
<b>International Medical Corps, Lebanon</b> <i>Community Nutrition Intern</i>	<b>April 2016 - May 2016</b>
<ul style="list-style-type: none"><li>Assessed nutrition practices and perceptions of Syrian refugees by conducting interviews and focus groups</li><li>Designed lesson plans and educational material for antenatal care and postnatal care</li><li>Organised a two-day workshop and delivered educational sessions to train community health workers on the newly developed lesson plans, increasing their knowledge of the appropriate counselling methods by 52%</li></ul>	
<b>American University of Beirut Medical Center, Lebanon</b> <i>Nutrition Intern</i>	<b>Aug. 2015 – April 2016</b>
<ul style="list-style-type: none"><li>Delivered an in-service training session for foodservice staff for the proper distribution and portioning of food</li><li>Developed a business plan for the implementation of a snack trolley system within the patient foodservice unit aiming to increase patient satisfaction and reduce food wastage</li><li>Organised and executed an Armenian themed meal event and designed its marketing strategy that attracted 865 customers and resulted in a 47% increase in sales</li></ul>	

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## EXTRACURRICULAR ACTIVITIES

<b>Imperial College Consulting Club</b> , Member	<b>Oct. 2016 – June 2017</b>
<b>AUB Animal Welfare Club</b> , Founder	<b>Aug. 2014 – May 2016</b>
<b>Lebanese Red Cross Youth Department</b> , Volunteer	<b>Dec. 2013 – Dec. 2014</b>

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## SKILLS & ACHIEVEMENTS

**IT SKILLS** MS Office (Excel, PowerPoint, Access), SPSS Statistics, HTML, Google Analytics, Google Adwords  
**LANGUAGES** English and Arabic (full professional proficiency), French (elementary proficiency)  
**INTERESTS AND ACHIEVEMENTS** Class Valedictorian (2012), First prize winner in AUB Annual Science, Math and Technology Fair (2011). Delegate at Model United Nations (2011). Certified in Digital Marketing (2018) and Collaborative Institutional Training Initiative (2016).