

# LEA BEKDASH

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Sky Gate Building, Beirut, Lebanon

## EDUCATION

Sep 15 – May 18 **LEBANESE AMERICAN UNIVERSITY**

B.S, Business Studies

Sep 02 – May 15 **COLLEGE LOUISE WEGMANN**

Lebanese Baccalaureate Sociology and Economics. Passed with High Distinction

## EXPERIENCE

Nov 17 – Present **BEIRUT MARATHON ASSOCIATION- *Cheering Stations' Coordinator***

- Contacted 50 companies for an opportunity to rent a booth at Beirut Marathon streets, and converted 40 of them.
- Led the execution of the initiatives in the entertainment stage at the start line with the aim of providing exceptional customer experience to participants.
- Led the logistical coordination of cheering stations along the race course, which includes setting up the stations, electricity wiring, and sound systems in coordination with the respective teams

May 18 – Jul 18 **UNITED NATIONS HABITAT- Urban Government Unit Assistant Intern**

- Researched, planed, analyzed, and organized technical and statistical information and developed data for use in briefings, publications, and reports.
- Maintained assistance with administrative and financial tracking systems.
- Created a report summarizing the findings of the study, highlighting statistics and providing solutions for key areas of improvement

Feb – April 18 **BANK OF BEIRUT- *Intern***

- Attended 30 different courses and conducted rotations across the various departments in Retail Banking to understand their respective roles in serving clients
- Worked with the Customer Care Unit on various customer experience initiatives aiming to improve customer satisfaction
- Participated in the design of smart branches

May – July 16 **NESTLE LEBANON - *Sales Intern***

- Gathered and analyzed market data to gain insights into shoppers' behavior and their shopping patterns and presented findings to top management
- Prepared and finalized presentations for Nestle's top clients that showcase the different ways both organizations can work together to increase sales

## EXTRACURRICULAR ACTIVITIES

Jan 18 – Feb 18 **INTERNATIONAL VOLUNTEERING HEADQUARTERS (SRI LANKA)- *Volunteer***

- Volunteered for a month in Sri Lanka where I was dedicated to teaching and interacting with disabled children
- Taught basic English and Math to a class of 12 underprivileged students

Sept 17 – June 18 **MODEL UNITED NATIONS- *Public Relations Officer***

- Contacted and successfully partnered with 5 sponsors and 2 speakers for MUN's yearly activity programs

Aug 17 **GOLD CONFERENCE (NEW YORK CITY) in collaboration with the United Nations**

Feb 16 – August 16 **AIESEC LEBANON- *Project Manager***

- Initiated the project "Listen Document Act" in collaboration with "Act for the Disappeared" and "Fighters for Peace", which resulted in an official documentary about the Lebanese civil war and the impact that this war had on the families of the Lebanese citizens who went missing
- Lead a group of 12 international and local members to ensure proper implementation of the project
- Documentary Link: <https://m.youtube.com/watch?v=wt4fYzOqYNE&feature=youtu.be>

## SKILLS AND ACCOMPLISHMENTS

Dec 17 – Feb 18 **BLOMINVEST BANK Virtual Stock Exchange Competition: Ranked 4th out of 100 participants**

**Skills:** Microsoft Word, PowerPoint, and Excel with Thompson Reuters, Entrepreneurial and analytical skills

**Languages:** English (Fluent), French (Fluent), Arabic (Native Language), Spanish (Beginner)