Mahmoud Al Boubou

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**EDUCATION**

**American University of Beirut (AUB)**, *bachelor’s in marketing - Business info. & decision systems Sep 2023 – Jun 2027*

* GPA: 3.2 /4.0 (Business administration accounted only)
* Degree transfer – Mechanical engineering to business administration (cumulative GPA of 2.9/4.0)

**Houssam Eddine Hariri High School (HHHS)**, *Lebanese Baccalaureate – General Science*   *Sep 2010 – Jun 2023*

* Elected as Student council Treasurer for the academic year of 2022-2023
* Chosen as the schools DJ for several school events

**PROFESSIONAL EXPERIENCE**

**Eye Events Management:** A local business that organizes events for international DJs in Lebanon  *Mar 2024 – Aug 2024*

*Marketing Manager (Part-Time)*

* Led digital marketing efforts for three events, generating over $12,230 in pre-event ticket sales through platforms like Tickit and Ihjoz
* Executed a strategic media marketing campaign across Instagram, TikTok, and targeted nightlife platform partnerships, driving strong early engagement and achieving 80% occupancy rate on average

*Entertainment specialist (Part-Time) Mar 2024 – Aug 2024*

* Booked and coordinated 4 local DJs and 1 international headliner, handling all scheduling and communication.
* Handled end-to-end communication, contracts, and scheduling for performers, contributing to a seamless lineup and a professionally executed nightlife event.

**EXTRACURRICULAR ACTIVITIES**

**Business Student Society (AUB)**

*Active Member* *Sep 2023 – present*

**•** Attended all events, actively participating in all society’s activities, such as the football tournament, CV training and webinars, and the “125 years of business” event

**Marketing club (AUB)**

*Active member Dec 2023 – Present*

* Participated in Ramadan drives, attending a gala, and learning through TikTok, Instagram, and ad management workshops to strengthen creative and promotional skills

**Calyspo**: A local company that supplies sound systems, lighting, led screen, stages, and any event equipment

*Sound system operator & light designing Nov 2019 – Present*

* Operated professional sound systems for live events to ensure clear, balanced audio
* Designed and set up event lighting to match themes and enhance stage presence

**VOLUNTEER WORK**

**Rotaract Club of Lebanon:** Community service and leadership initiatives as part of a global youth-led organization**.**

*Volunteer July 2023 – Present*

* Organized two successful big projects called 'Saidewe Ohh 2.0', 'Saidewe Ohh 3.0' , ‘ Saidawe Ohh 4.0’, and served as the Logistics Manager in these projects.

**Interact: Rotary Sponsored Club:** youth-led community service under Rotary International's guidance in Saida

*Member May 2022 – Present*

* Organized a festival called "tao neshar saw 2.0" as the Project Manager.
* Organized a screening event for the Champions League final as the Logistics Manager

**SKILLS & PERSONAL**

**Languages:** Arabic (native), English (fluent)

**IT:** Microsoft Office (Word, Excel, PowerPoint)

**Interests:** cooking (dessert cuisine), DJing (playing and listening)