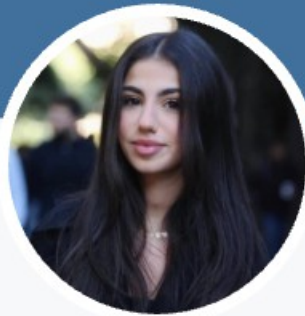


Lara Samara Hojeij



Personal details

- Lara Samara Hojeij
- samarahojeij8@gmail.com
- +961 81817721
- Beirut
- Venezuelan-Lebanese

Skills

- Team Leadership
- Communication Skills
- Outreach Coordination
- Psychological Research
- Problem Solving
- Creativity
- R Language
- Research

Languages

- English
- French
- Arabic

Hobbies

- Piano Player
- Volunteering
- Fitness

Education

BA in Psychology
American University of Beirut, Beirut

Sep 2021 - Jun 2025

- Studied cognitive and behavioral psychology theories and applications, gaining insight into human thoughts and behaviors.
- Conducted research on psychological principles and methodologies, honing skills in data collection, analysis, and interpretation.

Employment

Stage Supervisor
AUB Outdoors, Lebanon

May 2024 - Jun 2024

- AUB Outdoors is a large student-led event, welcoming more than 100,000 people per day, in an effort to support financial aid of AUB and help students increase their skills in several aspects.
- I led a team of 100 members, all helping with managing and organizing our Concert event in which more than 25 national and international artists performed.

Senior Representative
Psychology Student Society, AUB

Sep 2024 - May 2025

- Acted as a liaison between students and university administration, effectively communicating concerns and suggestions to facilitate positive changes.
- Successfully managed and coordinated various events and initiatives, enhancing the overall student experience and engagement at AUB.
- Engaged in outreach programs to promote university events, resulting in increased participation and visibility among the student body.

On-Stage Team Leader
AUB Outdoors, Lebanon

May 2023 - Jun 2023

- Coordinated logistics and operations for on-stage activities, ensuring seamless transitions and optimal performance conditions for artists and performers.
- Developed and implemented strategies for effective communication and collaboration among team members during high-pressure events.

Content Creation & Marketing
BlackBox AI, Lebanon

Jan 2023 - Sep 2024

- Managed social media accounts for AI tool, crafting content that resonates with the Spanish target audience and encourages consumer engagement.

Co-Founder
Helping Others, Beirut

Sep 2024

- Started an initiative, due to the unfortunate war on Lebanon, to help displaced families secure meals, shelter, and safety.

Sales Associate
Potion Kitchen, Beirut

Feb 2025 - Sep 2025

- I advised clients while translating customer insights into actionable recommendations that enhanced sales and strengthened brand engagement. I collaborated with the marketing team to refine in-store communication and product positioning, conducted informal market analyses to support promotional planning, and contributed to delivering a consistent, client-centered brand experience.