

# Adam Hasan

Tel: 76592780 | [ajh33@mail.aub.edu](mailto:ajh33@mail.aub.edu) | Beirut, Lebanon

**Career objective:** Aspiring to build a career as a Customer Experience and Marketing Consultant, with a strong focus on understanding customer behavior, mapping customer journeys, and creating seamless, engaging experiences across all touchpoints. Committed to helping brands grow by aligning business goals with customer-centric strategies.

## EDUCATION

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### American University of Beirut (AUB), *Business Administration*

*Sep 2023 – present*

- **GPA: 3.38/4.0**, (USAID Full scholarship)
- Activities and societies: AUB BSS, AUB Secular Club
- About my scholarship: One out of 60 USAID scholars accepted into AUB out of almost 5000 applicants. I was chosen based on my academic performance, in addition to my leadership skills, and a live interview.

### Lycée Emmanuel, *Life Science Baccalaureate*

*Sep 2018 – Jun 2023*

- Honor's List student, exempted from school finals.
- Activities: conducted a music chorale, participated in a number of science fairs

## PROFESSIONAL EXPERIENCE

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### Design Lab, *Co-Founder*

*Jan 2024 – present*

- Expanding the company by finding ways to improve the business through properly allocating resources, finding new partners, and reaching out to potential clients.
- Assisting in design projects (websites, logos...)
- Creating content creation plans for our social media platforms.

### Tigbourne Capital, *Intern*

*June 2024*

- Researching potential clients and getting their info.

### Secular Club, *Treasurer*

- Event management
- Money Management
- Budgeting

## EXTRACURRICULAR EXPERIENCE

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### LIU Robotics championship, **2<sup>nd</sup> Place**

*May 12, 2023*

- Chosen by the school's administrator along with my classmate to represent the school in a robotics championship where we built a fully automated car that drives on its own within a tight period time, proving my ability to work on very sensitive projects even under pressure.

### AUST Python Championship, *Top 15 teams in Lebanon*

*Jan 2023 – May*

*2023*

- Joined an 8-week Python course and qualified for the final (15 teams out of around 80 teams qualified).
- Learned the basics of python and trained our problem-solving skills to use coding in order to solve real-world problems. The focus was mostly on creating that problem solving way of thinking, which translated into the business aspect of my life.

### lycée Emmanuel Science Fair, *Presenter*

*2022 & 2023*

- Confidently presented a power-point in front of hundreds of people about cars where I explained how engines work and answered questions from the crowd.
- Presented "RAD" the robot we built in LIU in front of the school and parents.  
These presentations improved my presentation skills in front of big crowds and elevated my confidence in public speech.

### lycée Emmanuel Music Chorale, *Leader, and conductor*

*2022 & 2023*

- Managed Events throughout my senior year, including the school choral where I chose the songs, coached the singers, and

played along with them in several events. This improved my event management and leadership skills.

**Private Tutoring, Tutor**

*Oct 2022 – Dec 2023*

- Tutored someone privately for her SAT exam.

**USAID Workshops, Participant**

- A series of workshops that prepared us for university and work. The workshops involved time management, stress management, money management, IT, AI and design tools,...

**VOLUNTEERING**

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**Amurt, Volunteer**

*Oct 2023 – Nov 2023*

- I assisted Amurt in conducting their workshops targeting mainly women and kids, empowering them and raising awareness about sexual abuse, violence, and body awareness. My role as an assistant included direct contact with the beneficiary groups enhancing my communication skills, teamwork, and patience.

**Bimahabatikom Noetee, Volunteer**

*April 2024 – Present*

- As the co-founder of Design lab, we built BMO a website free of charge, this increased my experience in communicating with other founders and leaders improving my negotiation, and idea pitching skills.
- On-Ground volunteer, interacting with the beneficiary people, taking their information, and giving them turns in order to receive their needed medicine. This improved my data entry skills in addition to my communication.

**Bayt Il Yateem, Volunteer**

*Oct 2023 – present*

- Organized and managed a small concert for children at bayt il yateem, where along with a percussionist I played songs to the kids, and some joined to sing. This increased my event management skills, in addition to my communication skills and patience specially since the beneficiary group is young children.

**Food Blessed, Volunteer**

*Oct 15*

- Packaging food for people in need, however the packaging is done in a very organized efficient manner and that greatly improved my teamwork abilities, and my ability to work efficiently and fast.

**SKILLS & PERSONAL**

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**Certificates:** LIU Robotics Championship, AUST Coding Course, Lycée Emmanuel Honor's List, FIA Young Drivers Program

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

**IT:** Office (Word, Excel, PowerPoint), professional usage of AI to automate business tasks and make them more efficient, web and social media design.

**Interests:** Business, investing, real state, automotive racing, and music.