

Hiba CHEHADE
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EDUCATION

American University of Beirut (AUB) MBA Class of June 2018

- Cumulative GPA: 3.9/4
- Received graduate assistantship based on excellent academic record
- Masters project: performed a study to assess and drive the engagement of Lebanese diaspora in the social entrepreneurship ecosystem in Lebanon; published summary of report on MIT Enterprise Forum – Pan Arab Region blog ([link to summary of report](#))

**Beirut, Lebanon
2016 - 2018**

American University of Beirut Bachelor in Computer and Communications Engineering

- Cumulative GPA: 3.9/4
- Graduated with honors – consistently placed on the Dean's Honor List

**Beirut, Lebanon
2012 - 2016**

Lycée Franco-Libanais Verdun - Mission Laïque Française French Baccalaureate with specialization in Physics and Chemistry

- Official exams grade: 17.97/ 20 (highest honors) – ranked as school's top student

**Beirut, Lebanon
1997 - 2012**

EXPERIENCE

Publicis Groupe (One of Big Four Multinational Advertising Agencies) Senior Executive – Technology and Operations

- Led team of 4 executives to implement 100+ media campaigns for several Global 500 companies using various Google and Amazon ad management systems]
- Co-led expansion of department into a hub for ad operations, increasing share of EMEA campaigns from less than 5% to ca. 10%; drove onboarding and development of executives, and built/managed relationships with media planners and account managers in MENA and Europe
- Automated and optimized department activities and processes to push delivery rate before deadlines from ca. 80% to 100%

**Dubai - Lebanon
2019 - Present**

United Nations Economic and Social Commission for Western Asia (ESCWA) Consultant

- Developed framework, the Social Expenditure Monitor, to track and assess effectiveness of social spending of 3 MENA countries (Jordan, Tunisia and Kuwait) across 10 beneficiary groups (e.g., young persons, people with disabilities...)
- Mapped social programs and historical social spending of countries to framework in order to enable analysis of effectiveness of government social policies
- Contributed to development of paper "Social Expenditure Monitor for Arab States" ([link to paper](#))

**Beirut, Lebanon
2017 - 2019**

American University of Beirut Teaching Assistant for a lecturer in Digital Marketing

- Developed classroom lectures on digital marketing and social media tools
- Evaluated exams and assignments of undergraduate students

**Beirut, Lebanon
2016 - 2018**

Fiduciam (Startup in financial services) Intern

- Developed a model to forecast the probability of the real estate prices in the UK and Dublin to decline in the coming year

**London, UK
August 2017**

ADDITIONAL INFORMATION

Business Case Competitions

- Concordia University Case Competition: Part of team of 4 students that reached semi-finals while competing with 35 business schools in 2018 ([link to media feature](#))
- University of Munster Case Competition: Part of team of 4 students that won first place while competing with 8 international business schools in 2017 ([link to media feature](#))
- L'Oréal Brandstorm Business Competition: Part of team of 3 students that won AUB and National competitions, and represented Lebanon at Paris Finals in 2016 ([link to media feature](#))

**Montreal, Canada
Munster, Germany
Lebanon/France**

Interests

- Yoga (advanced): Certified 200 HR trainer by YogaWorks
- Tango (beginner): Currently taking classes at a dance academy in Beirut

Nationality/Work authorisation: Dubai, Lebanon

Languages: English (Fluent), French (Fluent), Arabic (Native)

Technical Competencies: Microsoft Office, Gsuite, C++, SQL, Amazon's Sizmek, Campaign Manager, Google Tag Manager