



Carla El Ahmar

Consulting
Student at IESEG
School of Management

Address : Rue Jules Ferry-Colombes
Phone Number +33 7 64 75 48 02
Email Address : Carla.elahmar@ieseg.fr

Passionate and curious, looking forward to working first-hand with clients as a consultant or business analyst, in order to implement my knowledge and add commercial value to your team.

EDUCATION

IESEG School of Management – Paris | 2020-2021 MSc in Business Analysis and Consulting

Lebanese American University- Beirut | 2016 – 2019 BS in Business Administration, **Double Emphasis** in Managing Information Systems and Marketing GPA: 3.8/4

Eastwood College – Beirut | 2004-2012 Valedictorian of the Socio Economics class

PROFESSIONAL EXPERIENCE

Enlighten Them Young | Junior Business Developer | 09/2020 – 02/2021 - Paris

-Assisted in the development and implementation of its business plan.

-Conducted market analysis that would allow ETY to expand and increase profit margins.

-Performed benchmarking analysis to maximize profit.

Bank Audi Headquarters | Internship in Retail Department | 05/2018 – 12/2018 - Beirut

-Worked directly on Spring Master Cards and their marketing.

-Interviewed and trained potential Spring Card ambassadors.

-Created several advertisements to be posted on Bank Audi’s social media platforms.

VOLUNTEER WORK

- Ambassador of the **Lebanese Food Bank**, responsible for spreading awareness about food waste at schools and universities.
- Participated in weekly soup kitchens hosted by **Foodblessed NGO**. In addition to collecting donations for helping disadvantaged families.
- Creatively executed top notch posters to be posted on **TEDxLAU’s** social media platforms. In addition to curating potential speakers for annually held **TEDxLAU** events.

PROFESSIONAL COMPETENCIES

SQL	Tableau	
SAP SD Module	SAP MM Module	
SAP HCM	SPSS	BPMN
Technical Skills	UML	Data Visualisation
Microsoft Office / Harvard Diploma in excel efficiency	Visual Basic Apps	
System Analysis & Design	Marketing Strategy	
Analytical Skills	Consulting tools	
Communication & Negotiation	Supply Chain Management	

LANGUAGES

English : Native
French : Working Proficiency
Arabic : Native

PROJECTS & ACHIEVEMENTS

- Winner of **Anghami** Case Study Competition, based on a study conducted on 200+ people who took part in focus groups. The result was a new business plan to be followed and implemented by Anghami to increase awareness to their app.
- Devised an E-marketing plan for **Bank of Beirut**, regarding their new instacash service, with a strategy to market this service.
- Executed an optimized database for **Lilly Beauty Lounge**, in addition to the SQL that would be used to facilitate the implementation and integration of this database.