

Samia LAHLOU

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EDUCATION

BAYES BUSINESS SCHOOL (Formerly CASS), CITY UNIVERSITY OF LONDON (London, UK)

Expected: June 2025

BSc Business Management

- Business Economics, Quantitative Methods and Analytics, Operations and Supply Chain Management, Introduction to Financial and Management Accounting, AI Technology and Innovation Management, Introduction to Finance, Business Strategy, Human Resources Management, Intellectual Property Management, Applied Business Project (Thesis), Data Analytics, Behavioral Decision Making

IE BUSINESS SCHOOL (Madrid, Spain)

Jan 2024 - May 2024

Exchange semester In Business Administration

- Business Law, Capital Market, Financial Consulting, Strategic Marketing and Branding, Digital Marketing and Analytics

NORTHEASTERN UNIVERSITY (Boston, USA)

Aug 2023 – Dec 2023

Exchange semester in Business Administration

- Managerial Accounting, Consulting Operations and Growth in SMEs

LYCEE FRANCAIS INTERNATIONAL LOUIS MASSIGNON (Casablanca, Morocco)

June 2021

French Baccalaureat (Mention Bien)

- Majors: Economics, Mathematics, English Literature

EXPERIENCE

GEB ANALYSIS – Digital Agency (Casablanca, Morocco)

July 2024 - Sept 2024

Strategic Marketing and Analytics Intern

- Collaborated across departments to analyze customer needs and develop tailored digital communication strategies, including social media, brand content, and web development.
- Led a main project focused on the real estate sector, conducting competitor benchmarking, proposing, and implementing creative activations, and coordinating editorial schedules with graphic designers.
- Gained valuable insights into strategic planning and execution, enhancing my understanding of the intersection between marketing and real estate.

STARTUPS IN LATIN AMERICA – Elective, Bayes Business School (London, UK)

Jan 2025 – May 2025

Startup Consultant for Practice Playing

- Consultancy project for Latin American startups, involving direct collaboration with real entrepreneurs for data analysis and strategic communication.
- Led digital content and branding strategy for an English-learning business using gamification methods.
- Conducted market and user research to enhance brand engagement and expand reach.
- Created communication guidelines and supported digital transformation through newsletter and social media strategy.

VOLUNTEERING

- HOPE ASSOCIATION – Preparation of 1500 meals a day every year for homeless people during the month of Ramadan.
- BAB RAYAN – Previous volunteer and member of the association. Assisted preparation of meals for people in complicated situations.
- INTERACT MASSIGNON – Led a student team to support a rural school in a small village distributing educational materials and supplies.

SKILLS AND INTERESTS

Languages: French (**Native**), Arabic (**Native**), English (**Fluent with 4 years daily use**), Spanish (**Intermediate**).

Computer Skills: Advanced Pack Office, Social Media platforms, and Google Workspace.

Interests: Cooking & Baking, Ballet, Reading, Multicultural collaborations.