

Luay Nasr

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EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Bachelor of Science in Management

April 2024

Concentration in Business Analytics and Information Management

- GPA: 3.69/4.00
- Dean's List and Semester Honors: 3 semesters.

LEADERSHIP AND INVOLVEMENT

Purdue University Marketing Association

West Lafayette, IN

Public-Relations Committee Member

Sep 2021 – Present

- Advise members of the organization network effectively with guest speakers.
- Draft presentations and cooperate with invited guest speakers for smooth delivery.
- Scout and invite relevant employers through personal networks and applications like LinkedIn.

Modern Knowledge Schools' Model United Nations

Juffair, BH

Secretary-General

Feb 2019 – Feb 2020

- Administered, organized, and monitored a board team of 20 and 200+ operating staff members.
- Controlled and managed around \$30k-\$40k a year to successfully establish and execute a 2-day conference.
- Bolstered marketing and promoted conference for funding through Facebook ads using demographic data.
- Obtained several platinum and gold sponsorships from banks like BISB and NBB, and service providers like STC.
- Refurbished administrative roles to be more reliant on communication and cooperation.
- Successfully delivered two-day conference with 600+ attendees.

King Salman Cultural Center

Manama, BH

VEX IQ Robot Driver & Builder

Nov 2015 – Apr 2017

- Drove the robot for national team (2nd place).
- Cooperatively built shooting system using high-velocity spinning wheels with team members.
- Created robotic hands capable of imitating finger movements using only essential plastic parts.
- Sponsored by country (Bahrain) to attend a technology expo in Qatar to showcase robotic arm.

PROFESSIONAL EXPERIENCE

Cartoonme.bh

Muharraq, BH

Business Start-up

Jan 2021 – Jul 2021

- Tested multiple markets using small scale tests through Facebook ads.
- Marketed and sold over 50 products generating \$1,300 in revenue.
- Affiliated with a framing and delivery start-up to make deliveries and physical products possible.
- Developed trust with 4 local celebrities to advertise business free of charge.

Modern Knowledge Schools

Muharraq, BH

I.T. Volunteer

Jan 2018

- Assisted in organizing and overseeing assignments, planning and coordinating technological shift to deliver 1,200 Chromebooks for all grade levels.

RELEVANT SKILLS

- Python (Panda, Anaconda, Jupyter NB)
- Facebook Ads
- Google Ads
- Administration Management
- Video Editing
- Data visualization