

SUMMER INTERSHIP

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Personal Details

First Name : Tarek**Last Name** : Nassreddine**Nationality** : lebanese**Second Nationality (optional)** :**Age Range** : 20-23**Gender** : Male

Address

Primary Address

Address Line 1 : Arze bldg., Verdun str.**Town / City:** * : Beirut**Country** : Lebanon**Email Address** : tarek.nassreddine@gmail.com**Unavailable interview dates** :

Career Choice

Business unit : Mashreq**Function choice** : Marketing**Second Function Choice** :

Further Education

University : American University of Beirut**Faculty** : OSB**Major / Department** : Business Administration**Graduation Year** : 2015**Degree/GPA** : 3.44

Secondary Education

School Name : *Raw dah High School**Dates From - To** : * 06/15/2011 - 06/15/2011**High School Certificate** : *Lebanese Baccalaureate

Language Competency

English

Comprehension : Fluent**Speaking** : Fluent**Writing** : Fluent

Arabic

Comprehension : Fluent**Speaking :** Fluent**Writing :** Fluent

French

Comprehension : Basic**Speaking :** Basic**Writing :** Basic

Work Experience

Please give details of any work you have undertaken, indicating whether full-time, part-time, vacation work or industrial training etc (most recent positions first).**Dates From - To :** 12/23/2013 - 02/17/2014**Employer :** • Market research for different accounts and products • Brainstorming and presenting ideas for different marketing and advertising campaigns • Filling up briefs to be used by the different departments • Conducting surveys and research questionnaires**Responsibilities :** Leo Burnett -Lebanon**Dates From - To :** 01/01/2013 - 12/31/2013**Employer :** • Managing the three existing departments in the local committee (Incoming exchange, outgoing exchange, and talent management) • Recruiting members and coaching the executive board, composed of the department managers • Expanding to new markets through opening units in new universities around Lebanon • Forming exchange partnerships with local committees from several countries • Creating projects and attaining different sponsorships through specifically creating CSR projects • Branding management for the AIESEC services that are offered • Managing Social Media Marketing Campaigns for promoting AIESEC's services • Designing the Marketing plan for the year 2013**Responsibilities :** AIESEC- Lebanon

Interests Activities

We are interested in what you do / have done outside your academic work.**Please record your non-academic interests and activities stating whether at school, college, university or elsewhere. Record any positions of responsibility you have held in any aspect of your life. (300 word limit imposed) ***

-One of my interests is music; I am a singer and I have participated in events such as weddings, AUB outdoors, and charity events. I also paint, write poetry, and create designs and advertisements. - I have acted in several theater productions. One of those was performed in Lebanon and Jordan and was on an international caliber, I was one of the main actors and singers. -I enjoy volunteer work; In 2012 I joined AIESEC, which is the world's largest student run organization. After 4 months of being a member, I was elected to be the Vice President of Incoming Global Community Development; my job was basically managing this department which mainly runs on creating projects by partnering with several NGOs in Lebanon, and getting volunteers from all around the world to volunteer in these projects. After 6 months, I was then elected as the Local Committee President, in where I was responsible for all the departments and members in the local committee. In this job I managed the executive board which is composed of the vice presidents who run the different departments; one of the main things that I introduced during my term was the idea of packaging our projects in a way where they could be sold to companies of several sectors as a CSR project. I also worked on expanding our student market by opening work units in new universities. -I am currently the Vice President of the Communications Club in AUB. The communications club works on enhancing student bonding and activities. We create different events throughout the year and organize activities for our members. -One of my biggest interests is traveling; I enjoy exploring different cultures and new people. I have future plans of traveling to many different countries around the globe

These questions tell us something about how you respond in challenging situations. Please answer them using examples from your experiences in academic, social or working life**1. Please tell us about experiences and people that have over time shaped your decision to consider a management career within Unilever and in your chosen function in particular. What efforts have you made to test out your choices?(300 word limit imposed) ***

After having a conversation with a professor at my university about several careers in the business domain, I directly developed a great interest in Marketing. I started researching and asking different professionals about this domain finding it relevant to my interests and much related to what I'm good at and what I am passionate about. As for Unilever, all that I can say is that the products that this company offers have always been part of my life. And to me, those little products that might seem just like any other product will always be part of my memories. Therefore, to me, working in this company would be a chance for me to be part of working with products that I am emotionally attracted to. So, Unilever is definitely a Dream workplace for myself and many Marketers would also want to point out that my interest in this company immensely increased after I found out about its Developmental projects, such as the Zeinab Project. I find that my experience with AIESEC is quite relevant to what Unilever does.

2. Using an example of a time when you were in a new environment and had to achieve a task, please describe a) how you established and used a network of contacts, and b) how you set about influencing people, to help you achieve your task. (500 word limit imposed) *

During my first role in AIESEC things were quite new to me, specifically when it came to knowledge about all the details in this organization. I decided to apply for the Vice President position after only three months from the time I joined AIESEC. To get accepted to this position, one must go through an interview in where deep knowledge about everything in this organization is needed. So, my first step was to establish international connections with vice presidents in AIESEC from around the world, and I did that through Facebook, and searching on AIESEC contact databases. After contacting many vice presidents, a few of them actually responded and gave me a lot of information and tips. After gaining a good amount of knowledge, I interviewed past and existing members in AIESEC Lebanon, in where I gained an understanding of all the existing issues that need to be fixed. That is how I composed my plan for the coming term, which I presented in the interview. Because of all the research that I had done, I managed to create a plan that the interviewers found to be very relevant and beneficial for the development of the local committee, regardless of the fact that I was a relatively new member and did not have a lot of experience. Because of that, I got accepted for the position. When my term as Vice President started, I had this plan to achieve in 6 months. I had a strong belief that the only way this project could be achieved was to develop the human resources and create common grounds in where the plan is well understood and followed by every member. In order to do that, I tried to influence the members through aligning the goals of the plan with their personal goals.

3. Tell us about an occasion when you have taken the initiative to learn and develop yourself in significantly new ways. Why did you want to do this, what did you do and what was the result?(300 word limit imposed) *

This academic year (2013-2014) was the first year in where AUB provided a 5-week winter break. To me, this was an opportunity to gain experience that would help me to stand out and go deeper into the marketing world. I had a lot of free time, which would allow me to take an internship. I wanted an internship that I could actually learn from and develop skills within my field of study. So I searched and then landed an internship at Leo Burnett. This internship provided me with the opportunity to work with different accounts from different fields, which helped me learn and develop many new skills that I had lacked prior to the internship.

4. Tell us about a time when you saw the opportunity to really make a difference for the future of an activity, team or organization. What did you do, what obstacles did you overcome, and what happened as a result? (300 word limit imposed) *

One of the responsibilities that I had when I became a Local Committee President in AIESEC Lebanon was to manage the promotion of the exchange service that we offered. Efforts were put in the past to enhance this activity, yet we had not yet reached a decent amount of interested customers. Due to the fact that AIESEC is a not-for-profit Organization, an obstacle that we faced was the fact that we did not have any financial resources to invest in our marketing activities. Therefore, I needed to come out with a whole promotional campaign that would not impose any costs. Therefore, the solution was focusing on online promotion, in which I could reach a large amount of potential customers as well as have no costs. So we created Instagram and Twitter accounts, as well as updated our Facebook account and made it continuously active, by sharing posts and promotional material daily. We made all our members also share the promotional material, and on the side; we also managed to get a sponsorship from Malik's Bookshop, a local book store, who printed us flyers for free. As a result, we managed to immensely increase our reach in the market, and the amount of applicants to our exchange program increased greatly within the period of our campaign and after.

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5. Tell us about a time when you have had to analyse and understand a complex situation in order to make decisions and put a plan into action. What did you do and what was the outcome? (300 word limit imposed) *

My AIESEC local committee team and I were preparing a developmental project for the summer of 2013 which would involve volunteers from abroad to come to Lebanon as part of their AIESEC exchange. Right before the period in which the project would be released, and after we had finished all the preparations and logistics for the project, the political instability in Lebanon started to intensify, which increased the risk of a dangerous situation occurring. Because of that, I had to make a decision of whether to go on with the project or stop it. So, I had an urgent meeting with my executive board team to discuss and analyze every aspect of the situation. After the discussion, we decided that we had ought to stay away from the risk that would be on the volunteers that would be coming to Lebanon and therefore decided to postpone the project to the winter season of 2013-2014. So, we contacted all the volunteers, the NGO and the other stake holders that were contributing in the project and informed them about the decision. They all agreed with our decision and applauded us for doing the right thing.

General

Please give details of any military service requirements, with reasons for any exemptions claimed. If you have completed your military service please state when. If you have answered Exempted above, please specify the reason you were exempted.

I have no military service requirements.

Do you have any health problems that could affect your future employment? If yes, please specify:

no

Do you have any relatives in Unilever NAME? If yes, please give details:

no

Is there anything that has not been covered that you would like to mention? Are there any personal considerations that may be relevant to your application?

N/A

Have you applied to Unilever before? If yes, what did you apply for:

no, I have not

Have you attended a Summer Internship in Unilever before? If yes, please provide details:

Year :

Line Manager Name :

Have you attended/participated in any event/activation held by Unilever in the last year (e.g. Lecture, workshop, competition)? If yes, please provide details

Event Name/Type : University Presentation

Date: (MM/YY) : 11/13

Event Name/Type : Brand Storm Competition

Date: (MM/YY) : 04/14

Event Name/Type : Internship

Date: (MM/YY) : 01/14

Have you attended/participated in any activity held by other companies in the last year (e.g. internship, competition, workshop etc)? If yes, please specify

Company Name : none

Event Name/Type : University Presentation

Date: (MM/YY) : 11/13

Company Name : L'OREAL

Event Name/Type : Brand Storm Competition

Date: (MM/YY) : 04/14

Company Name : Leo Burnett

Event Name/Type : Internship

Date: (MM/YY) : 01/14