

# ASMA ROUABHIA

## ABOUT ME

A dreamer, a multidisciplinary and optimistic person having passion for marketing and innovation, leadership potential, entrepreneurial spirit, eager to learn, and will to volunteer.

## EDUCATION

Bachelor of Science in Business Administration | 2015-2019 | Tunis Business School, University of Tunis

Level: Junior Major Marketing, Minor: Business Analysis Specialized GPA 3.0

## HONORS AND AWARDS

Winner Open Ideas Boot camp | Islamic Development Bank,  
Flat6Labs, Le 15, MAZAM April 2018

Winner Innovation Camp | INJAZ & Microsoft March 2018

Entrepreneur of the Month | Bridge for Billions September 2017

Mentee of the Day | WoLTech July 2017

2017 MEPI Student Leader

Winner Accelerate MENA April 2017

Baccalaureate Class Laureate

## EXCHANGE PROGRAMS

Ibn Khaldoun Maghreb – Green Entrepreneurship | Nov 15 – 20, 2017 | HEC Algiers and NAPEO Algiers, Algeria

MEPI Student Leaders, Leadership & Civic Engagement | Jun 26 -Aug 11, 2017 | California State University Chico USA

Accelerate MENA, The Global Meeting | May 17 - 23, 2017 | Impact Hub Berlin & GIZ Berlin, Germany

## EXPERIENCE

- Business Developer, Co-Founder & CEO | ArtiSun | April 2017 – Present
- Founder, Manager, and Director | ProActive Youth project | September 2017 – Present
- Co-Founder, Social Media Team | I Vote Tunisia Campaign | May 2017
- Online incubation | Bridge for Billions | June 2017- April 2018
- Freelancer | British Council Tunis
- Alumna | Tunisia Mentoring Council | Mentee May - Nov, 2017
- Program Manager | Women Leaders in Technology - WoLTech Association
- Certified trainee in Project Management | Tunisian Fulbright Society
- Vice President | Amentia (events' club at TBS)
- C-Energy Team Leader | The Hult Prize at University of Tunis 2018
- Organizing committee TBS Got Talent 2018
- Chief Marketing Officer Stamina Team | Open Startup Tunisia OST 2018
- Former member in Communications | Tunisian Ambassadors for Development | 2016- 2017
- Former VP Public Affairs ACT to IMPACT
- Former Secretary General & former Communication Manager | Financial Management Association
- Finalist | The Hult Prize at University of Tunis 2017
- Certified Team mentor | Technovation Tunisia
- Sponsoring team TBS Job Fair 2017
- Former member | TBS 4C: Center of Career and Certification of Competencies

## INTERNSHIPS

- Summer Intern in Communications | Unleash Tunisia Venture Bus, Young Leaders Entrepreneurs June 2017
- Emersion Internship | Helpline Tunisia August 2016
- Summer Intern | Housing Bank (Banque de l'Habita BH) July 2016



22 years-old



Tunis, Tunisia



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## SKILLS

**Interpersonal:** adaptability, collaboration, flexibility, teamwork

**Linguistic:** Arabic (native), French, English (advanced), German (intermediate)

**Business Model/Business Plan**

**Market Research**

**Online Community Management**

**Presentation and Pitching Skills**

**Project Management**

**Computer and Programming Skills**

I developed these skills during the workshops and different initiatives that I joined whether academic or extracurricular.

Certificates are available upon request