

## Rawan Yassine

**Lebanese American, Lebanon**

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## Work Experience

### **SAYRAFA Operations Manager**

*Fenicia Bank, Foch, Lebanon*

*September 2022 – Present*

- Analyzed account data to identify those meeting requirements of BDL circulars.
- Managed daily banking operations concerning circulars 158, 161, and 166.
- Arranged money inflows and outflows among branches, head office, cash pool, and BDL.
- Developed and implemented operational policies and procedures.
- Monitored KPIs to assess operational effectiveness and identify areas for improvement.
- Ensured regulatory compliance with BDL regulations and internal policies to mitigate risks.

### **Retail Banker & Customer Service Officer**

*Fenicia Bank, Jnah, Lebanon*

*November 2017 – August 2022*

- Conducted comprehensive risk assessments, due diligence, and ensured compliance with Anti-Money Laundering (AML) regulations.
- Resolved client issues related to banking services; including accounts, loans, cards, and credits.
- Provided valuable customer insights to internal teams (Marketing, Product, Technical Support, Operations, & Finance) to enhance service delivery & product offerings.
- Generated new business opportunities by proactively reaching out to potential clients.
- Managed customer relationships using CRM tools, maintaining a strong client base.
- Executed & managed client transactions for both business and individual banking, including credit and investment products, ensuring compliance and regulatory standards.
- Prepared detailed statistical reports to support decision-making and strategic planning.
- Promoted the Bank's products and services, contributing to increased sales and customer engagement.

### **Customer Development Intern**

*Unilever, Lebanon*

*June 2016 – August 2016*

- Pioneered new products, built categories, and deployed best-in-class retail and shopper capabilities by working closely with customers.
  - Analyzed sales data and created customer-specific scorecards to monitor sales progress.
  - Took corrective actions, in coordination with the distributor, to optimize sales.
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## Education

## **Bachelor of Business Administration, Emphasis in Finance**

*American University of Beirut, Beirut, Lebanon*

*September 2014 – June 2017*

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### **Competitions**

#### **Big 4 & After Event**

*PwC & EY*

*April 2016*

- Solved complex financial problems and riddles within a limited amount of time by working in teams.

#### **The Quest**

*Unilever*

*November 2015*

- Won the second phase challenge, along with my team, out of seven teams from top universities.
  - Selected as one of the twelve shortlisted students who joined the Country Talent Championship.
  - Analyzed information and forecasted supply/demand to bid on winning customers that add value to our company.
  - Encountered real-life contact with the local market and its challenges.
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### **Extracurricular Activities**

#### **AUB-Kayany Connect**

*February 2017 – April 2017*

- Conceptualized recreational activities for Syrian refugees.

#### **Junior Chamber International**

*October 2015 – May 2016*

- Raised funds and renovated an underfunded school.
- Secured sponsors for AUB's second largest event "AUB's Got Talent".

#### **Business Student Society**

*September 2015 – June 2017*

- Prepared and participated in business workshops.
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### **Qualifications**

- **Computer Skills:** Proficient in Microsoft Office (Word, Excel, PowerPoint).
- **Language Skills:** Fluent in Arabic and English, beginner in French.