

Profile

Engineer with Master of International Business who is adept at reading numbers, conducting research and analyzing market trends. Results oriented and committed to growth, have the right attitude that will fit into any highly skilled team. A dynamic and ambitious individual with a rich business and technology acumen. Thrives at finding opportunities that others miss.

Professional Experience**Band Industries—BEIRUT, LEBANON****Digital Marketing Specialist**

July 2017- Present

- Identified ways to improve the e-commerce conversion rate through A/B tests, data analysis and user feedback
- Managed the backend of product listing websites such as [amazon.com](https://www.amazon.com) and [ebay.com](https://www.ebay.com) and identified new e-commerce channels to sell on
- Managed customer support through building and optimizing online products user guides and FAQs, overseeing the support agents performance and reporting weekly to the CEO
- Helped the startup become profitable through planning and executing a Black Friday & Cyber Monday marketing plan that increased sales more than 300%
- Managed the conceptualization, design, development, and release of new features within the Roadie Tuner app with the goal of turning the mobile app into an acquisition channel for potential device customers
- Developed the conceptualization and business model of the mobile app referral program aimed at growing the in-app and product sales simultaneously while improving the app's organic reach

Priceless Car Rental—SAN DIEGO, CA**Co-founder/ Operations Manager**

April 2016 – January 2017

- Negotiated contracts with insurance companies, San Diego int'l airport and the city of San Diego
- Identified a daily pricing strategy enabling competition with industry leaders such as Avis & Enterprise
- Grew the fleet from a starting point to 50 cars during three months of operation

ALTCITY—BEIRUT, LEBANON**Bootcamp Associate**

February 2016- June 2016

- Developed an online curriculum including the Lean Startup, Customer Development, and Design Methodologies
- Mentored startups on product-market fit, MVP development, user acquisition, launch strategies, pitching
- Performed an inbound marketing strategy including keyword implementation, customer outreach, and landing pages A/B testing which achieved high conversion rates for Bootcamp applications and events attendance

KINNEVO—SAN JOSE, CA**Solutions Architect Associate**

April 2015 - October 2015

- Certified in EDEE methodology which comprises Lean Startup Techniques, Stanford D-School Design Thinking, Innovation Games and the Unified Innovation Framework at the CIMP program in the University of Notre Dame
- Applied oriented metrics and data analysis to validate solution concepts in a fast paced environment

AMAZON WEB SERVICES—SAN FRANCISCO, CA**Business Strategy Intern**

July 2015 - August 2015

- Developed a strategy to attract major internet software vendors to the AWS platform
- Forecasted the short term & long term impact of the pay-as-you go model

Education**Master of International Business****HULT INTERNATIONAL BUSINESS SCHOOL—SAN FRANCISCO, CA**

August 2015

- Relevant Courses: IT Management. International Marketing. Global Strategy. Management Communication

Bachelor of Civil Engineering**AMERICAN UNIVERSITY OF BEIRUT—BEIRUT, LEBANON**

June 2014

- Relevant Courses: Project Management. Programming (C++, SQL). CAD tools. Persuasion. Philosophy

Additional Information

Languages: Native Arabic speaker. Fluent in English and French

Certifications: Hubspot Inbound Marketing. Data Scientist's toolbox(R language). EDEE Kinnevo Solutions Architect

Relevant Knowledge: International Business. Data Science. Marketing. Solution Architecture. Leadership. Writing