

Asmahan Iskandar

Mobile: +961 76-506978 | **Email:** Asmahan.alexander@gmail.com | **Address:** Matn District, Sin El Fil | [LinkedIn](#)

Multilingual Educator | Data Analysis Expert | Customer Service Specialist | Content Strategist

QUALIFICATION & GOAL

Dedicated and versatile professional with over 4 years of experience in data management, market research, field operation and support, education, and customer service within the NGO, technology, and service sectors. Skilled in data analysis, primary and secondary research, project planning, and interpersonal communication. Proven ability to convert complex data into thorough reports, actionable insights, and descriptive narratives by monitoring industries and operations while combining them with factual raw data.

Strong problem-solving, teamwork, and remote work capabilities. Technical expertise in system administration, with exceptional English language skills and a keen analytical mindset.

Seeking to leverage a diverse skill set in an international or local environment. With a focus on contributing expertise and expanding knowledge in the data and operation world. The goal is to cultivate valuable experience, drive strategic growth, and enhance operational efficiency.

PROFESSIONAL EXPERIENCE

Customer Service Representative / 2023 – Recent

Tap Services

An on-demand business platform that aims to provide every possible on-demand service that links X and Y using the Tap platform.

- Provide responsive and informative customer assistance through various channels, resolving app-related issues and ensuring seamless experiences through conducting surveys and following up with customers.
- Handled customer inquiries, disputes, and feedback empathetically, while maintaining a 95% customer satisfaction rate.
- Observed and managed logistics between customers and drivers for approximately 200 transactions weekly.

Junior Data Entry Officer & Market Research Prospector / 2023 – 2024

ESG FLO

A Compliance platform that enables enterprises to automatically produce ESG audit-ready metrics from raw data across PDFs, spreadsheets, and other sources.

Junior Data Entry Office

- Collected and managed sensitive and confidential data, ensuring quality and integrity.
- Achieved a 100% increase in data processing efficiency by implementing advanced data management techniques.
- Collaborated with machine learning platforms for document extraction and ESG compliance automation.

Market Research Prospector

- Conducted secondary research from industry reports and market studies for future potential collaboration with targeted personas within the manufacturing, industrial, and financial sectors.
- Performed statistical and qualitative analysis for actionable insights.
- Researched and identified target customer segments and potential target companies for our solutions.

Teaching Fellow – English & Arabic Language Educator / 2021 – 2023

Teach for Lebanon

Teach For Lebanon is an NGO ensuring all children in Lebanon receive quality education, focusing on youth capacity building and psycho-social support. Employing graduates to teach underprivileged students, promoting tolerance, critical thinking, and social cohesion.

- Contributed to language education and curriculum development at diverse schools by utilizing transcription as a main tool of facilitation in teaching languages.
- Taught Arabic as a 3rd Language for 3rd & 4th cycles at an Armenian School (SLMC) & English as a 2nd Language for 2nd & 3rd cycles at a Public School (Furn El Chebbak Intermediate)
- Facilitated Arabic/English language acquisition for non-native speakers by leading extracurricular activities and curriculum enhancement.

Content Writer / Copywriter & Market Researcher / 2022

CognitiveX – Alpha Tech Group

An AI-driven platform that targets audience engagement and revenue growth by analyzing over 3 billion page views and profiling 470 million users through tools for creating real-time, hyper-personalized consumer experiences and data-driven strategies.

- Conducted market research, providing insights for strategic decisions.
- Assisted in creating and managing content strategies, by writing articles about Tech and AI spheres.
- Helped optimize content for trends and monetization, improving audience engagement and performance.

Customer Service Representative – Project Touch / 2019 – 2020

Tele-performance

Teleperformance is a global digital business services company that provides digitally powered services to streamline their customers' operations. "Touch," the leading mobile telecommunications and data operator in Lebanon, has been one of their clients for 19 years.

- Resolved complaints and guided customers through technical issues, ensuring comprehensive support.
- Managed high volumes of back-to-back calls with zero interruptions, maintaining a 98% client satisfaction rate.
- Delivered exceptional customer service for Tele-performance, handling inbound and outbound calls for 'touch' Lebanon's main network provider.

Senior Call Center Agent / Branch Dispatcher / 2018 – 2019

Ministry of Food

Food and beverage franchise specializing in American-style cuisine across the Mediterranean and Gulf regions.

Senior Call Center Agent:

- Managed over 100 inbound and outbound calls daily, maintaining a 95% customer satisfaction rating.
- Resolved an average of 50+ customer issues per week, reducing complaint resolution time by 20%.
- Utilized CRM systems efficiently, achieving a 30% increase in call handling speed and accuracy.

Branch Dispatcher:

- Processed transactions for up to 150 customers per day, handling an average daily cash flow of \$3,000.
- Coordinated order dispatch for seasonal branches, ensuring timely delivery with a 98% on-time rate.
- Maintained accurate delivery inventory reports, achieving a 99% accuracy rate in order distribution.

Data Entry & Analysis Officer / 2015 – 2016

Ministry of Finance

The Ministry of Finance manages a country's fiscal policy, public debt, and financial regulations.

- Entered and processed over 1,000 text and numerical data entries daily, maintaining a 98% accuracy rate while adhering to integrity and security policies.
- Prioritized and sorted data for computer entry, conducting thorough reviews and resolving discrepancies with a 95% resolution rate for incomplete information.
- Utilized advanced data program techniques and procedures, enhancing overall data quality and reliability by 20% as a Data Entry & Analysis Officer.

ACQUIRED SKILL

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| • Proficiency in primary and secondary research Analysis & Interpretation | • Project Support and Coordination | • Evaluation, Analytical, and Observational Skills |
| • Information Auditing Aptitude | • Field Operations and Reporting Skills | • Confidentiality & Discretion in Data Management |
| • Interpersonal Communication Expertise and Customer Segmentation | • Technical Proficiency & Trend Awareness | • Effective Problem-Solving, Attention to Detail, and Time Management |

EDUCATION & CERTIFICATE

Project Management Technical Course / 2024

Employment Hub Program | The Nawaya Network

Certificate of Completion in Education Leadership Diploma / 2021 – 2023

Lebanese American University

Bachelor's in English Literature & Language / 2017 – 2021

Lebanese University Graduate (Faculty of Literature)

Administration & Organization (Secretarial) / 2012 – 2015

E.T.S.T.C. Graduate (BT3).

Call Center Workshop / 2019

Workshop Certificate by WYDNER COACHES

Entrepreneurship Innovation Camp / 2018

Certificate of Achievement by INJAZ Lebanon