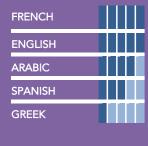


26/03/1991 Beirut, Lebanon Nationality: Lebanese

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### Certificates

Certified Scrum Master -Scrum Alliance - Agile Framework 2018-2020

HubSpot Inbound Marketing

2016-2017

Google AdWords

2016-17

#### Workshops

Italian Marketing, Milan MIP Politecnico di Milano Graduate School of Business

April 2016

EATA Conference, Oslo European Transactional Analysis

July 2013

# Isabelle Bakhache

### **Work Experience**

# User and Customer Experience Manager Ubanquity Systems Limited

- •Product Owner: writing, planning and prioritizing product feature backlog
- Customer journey design
- •Wireframe sketching and prototyping of digital products
- •Editorial content for digital products and corporate communication

### Freelance Customer Journey Specialist

May 2018 – September 2018

January 2019 – Present

- •User journey design for digital products
- •Wireframe sketching
- •User research and prototype refinement
- •Editorial content for websites

# Digital and Customer Experience Analyst

November 2016 – May 2018

Saradar Bank, Digital Products & Services

- •Product innovation: conceptualization, strategy and roadmap planning
- •Customer journey design & user stories writing
- •Wireframe sketching, prototype reviewing & testing
- •Collection, analysis and reporting all key customer metrics

### **Creative Copywriter**

September 2014 – August 2015

Eastline Marketing, Digital Marketing Agency

- •Content marketing for websites and smartphone applications
- •Editorial content & KPI reports for blogs
- •Online advertising copywriting
- •Social Media content supervision

## Freelance Copywriter

December 2013 – September 2014

- •Editorial content for websites and smartphone applications
- •Text translations (English and French)

Intern in Communications Department

July 2013 – September 2013

Banque Libano-Française

Communication Officer
Fondation Albert Nassar, NGO

October 2012 – June 2013

Graduated July 2009

•Internal and external communication & event organizing

French Baccalaureate, Humanities section

Collège Notre-Dame de Jamhour, Lebanon

Communication strategy

#### Education

Advanced Master in Creativity and Marketing Solvay Brussels School of Economics and Management, Belgium	Sep. 2015 – Sep. 2016
Masters in Information and Communication Université Saint Joseph de Beyrouth, Lebanon	Sep. 2012 – July 2015
Bachelor in Clinical Psychology Université Saint Joseph de Beyrouth, Lebanon	Sep. 2009 - July 2012

#### Hobbies

SPORTS: Swimming, Hiking, Climbing and Gymnastics.

SOCIAL: Cultural trivia, Cooking, Camping.

## **Volunteer Work**

# Leader for girl guides

Association des Guides du Liban (NGO)

- •Strategic planning of the year's activities
- $\bullet \textbf{Training leaders \& girl guides through various developed tools for self-accomplishment } \\$
- •Development and management of programs for weekends, camps, activities & travels

Participant in an international volunteer camp CISV organization in collaboration with the Spanish Red Cross

Summer 2010

Oct. 2009 – Sep. 2018