

Isabelle Bakhache



26/03/1991

Beirut, Lebanon

Nationality: Lebanese

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FRENCH

ENGLISH

ARABIC

SPANISH

GREEK

PACK OFFICE

TRELLO

VIDEO EDITING

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

Work Experience

User and Customer Experience Manager

January 2019 – Present

Urbanity 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

- 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

October 2012 – June 2013

Fondation Albert Nassar, NGO

- Internal and external communication & event organizing
- Communication strategy

Education

Advanced Master in Creativity and Marketing

Sep. 2015 – Sep. 2016

Solvay Brussels School of Economics and Management, Belgium

Masters in Information and Communication

Sep. 2012 – July 2015

Université Saint Joseph de Beyrouth, Lebanon

Bachelor in Clinical Psychology

Sep. 2009 - July 2012

Université Saint Joseph de Beyrouth, Lebanon

French Baccalaureate, Humanities section

Graduated July 2009

Collège Notre-Dame de Jamhour, Lebanon

Hobbies

SPORTS: Swimming,
Hiking, Climbing and
Gymnastics.

SOCIAL: Cultural trivia,
Cooking, Camping.

Volunteer Work

Leader for girl guides

Oct. 2009 – Sep. 2018

Association des Guides du Liban (NGO)

- Strategic planning of the year's activities
- 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

Summer 2010

CISV organization in collaboration with the Spanish Red Cross