

Current role	Team Facilitator at Forward Inc.
Experience	Education, Training, Community, Retail, Artificial Intelligence, eCommerce, B2B, Fashion, SaaS
Technologies	Canva, Miro, Slack, Google Workspace, Similar Web, Figma, Excel, SEMrush, DocuSign, Shopify, ChatGPT, Salesforce, Hubspot, JIRA, Trello, Zapier, Confluence, Lusha, Airtable, Apollo, GSuite

Work experience

Team Facilitator, Forward Inc.  Mar 2025 - Present (2m)

Education · Training · Community

- Canva
- Miro
- Slack
- Google Workspace

- Facilitated virtual workshops, guiding early-stage entrepreneurs through ideation, validation, and early business development
- Mentored participants in refining ideas, structuring plans, and completing deliverables during a 1-month program
- Provided tailored feedback, resources, and constant support to keep teams engaged and on track

Partnerships Coordinator, Taffi Inc.  May 2024 - Oct 2024 (5m)

AI Fashion Styling Platform

Retail · Artificial Intelligence · eCommerce

- Similar Web
- Figma
- Excel
- SEMrush
- DocuSign
- Shopify
- ChatGPT

- Supported founding team in identifying and onboarding partner brands
- Managed outreach tracking and partner communications with organized follow-up systems
- Conducted market research to inform partnership strategies
- Provided administrative support to help team focus on core priorities

Sales & Marketing Operations, Mercaux  May 2023 - Mar 2024 (10m)

Omnichannel Store Platform

Retail · B2B · Fashion · SaaS

- Salesforce
- Hubspot
- JIRA
- Trello
- Zapier
- Confluence
- Lusha
- Miro

- Managed 500+ customer accounts and opportunities in Salesforce and HubSpot, creating 15+ custom reports and dashboards that reduced data cleanup time by 30%
- Generated and qualified leads, contributing to improved pipeline conversion rates
- Created weekly sales reports that improved pipeline visibility by 15%
- Collaborated with marketing team on targeted campaigns and content optimization
- Coordinated 3 trade shows and virtual events that generated 50+ qualified leads
- Supported market research and client satisfaction efforts in MENA region using Arabic fluency

## M&A Research Team Lead, Valsoft Corporation

Apr 2022 - Apr 2023 (1y)

Acquisition of Vertical SaaS Companies

B2B · SaaS

Airtable

Excel

Salesforce

Apollo

GSuite

- Promoted after 7 months for strong performance in sourcing and analysis
- Led a team of 5 researchers, boosting qualified leads by 40% through performance management and quality control
- Owned recruitment cycle: sourcing, CV screening, interviewing, onboarding
- Designed and delivered training on market research and acquisition strategy
- Researched niche software markets using Apollo, Crunchbase, LinkedIn
- Maintained CRM accuracy in Salesforce and built owner outreach pipelines

## Business Development Representative, Jahani and Associates

Jan 2022 - Apr 2022 (3m)

Investment Banking

- Improved international brand visibility by presenting service offerings to global clients, expanding market reach
- Coordinated and managed virtual business meetings for senior banking team members
- Managed high-volume communication channel, handling 150+ daily phone calls and emails efficiently

## Education

### Lebanese University

Bachelor's degree in Economics Sciences

## More about me

### Languages

English, Arabic