

EDUCATION

IE University

Mar 2020 – Aug 2021

Master in Digital Marketing and Technology – Dean's honor list

- **Final Project:** Create the marketing plan to boost Coca-Cola's consumption with meals in Spain (*voted as best project by the jury*)
- **Certifications:** HubSpot Marketing Software Certification (2020); Google Analytics (2021)

American University of Beirut (A.U.B)

Sep 2013 – Jun 2015

Master in Economics – GPA 4/4, Scholarship recipient

I.S.E.O Institute

Jun 2014

International Economics Summer School in Italy, Scholarship recipient

Université Saint-Joseph (U.S.J)

Sep 2010 – Jun 2013

Bachelor in Economics – Ranked 1st in major, Scholarship recipient

PROFESSIONAL EXPERIENCE

Incubator Project Manager – Lebanon

2022

- Planning, developing and budgeting programs for startups at various stages with local and international partners
- Selecting startups for the programs and providing them the needed consulting services and mentorship
- Preparing proposals to secure funding from international organizations
- Organizing pitch events to connect startups with investors
- Handling offline and online communication strategy

Startup, AI related (NDA signed) Business Development and Strategy Lead – United Kingdom

2021

- Advised and supported on the investor pitch and business plan for the second round funding

Henkel Brand Manager, Persil – Levant & Iraq

2019 – 2020

- Worked on successfully launching new segment within Persil – Persil Premium – and new portfolio extensions across Levant
- Refreshed current strategy and amended promo plan in line with market trends and current performance to maintain leading position
- Contributed to developing the Brand's three-year strategy (2020 - 2022)

Unilever

2017-2019

Assistant Category Manager, Oral & Skin Care – Levant & Iraq

- Managed Oral & Skin Care categories across Levant & Iraq, which include Unilever's strategic brands – Dove, Vaseline, Fair, Lovely, Signal, and Close Up
- Grew Oral Care turnover by 30% by modifying the promotion strategy, fixing the distribution and pricing gaps, landing in-store activations and re-launching core brand with a 360-degree supporting campaign
- Landed new Dove products within the Skin Care portfolio across Lebanon, Jordan and Iraq

Business Development and Strategy Lead – Levant & Iraq

- Ensured the new BU is compliant with tax, finance, legal, and procurement requirements through developing full documentation and review sessions with the leadership team
- Developed full Route to Market plan to increase distribution's efficiency
- Planned and monitored innovation and portfolio expansion activities
- Developed a crisis management plan for Iraq

Institutional Activities

- Selected by Unilever Global as a delegate to attend One Young World Summit in Colombia
- Actively contributed to Unilever Sustainable Living Plan program

Strategy& (part of PwC network; Formerly Booz & Company) Business Operations

2014 – 2017

- Managed end-to-end operations of a project from proposal stage till budget closure, which covers launching an audit process, coordinating legal review and resource allocation, monitoring budget, issuing invoices, following up on receivables, and ensuring project closes on budget
- Conducted revenue analysis and statistics, which guided senior leadership on strategic decisions
- Developed a user-friendly tool to monitor projects' performance, which allowed for end-of-year closure of projects on budget
- Structured an audit tracking tool to ensure that PwC audit requirements are applied, which led to compliant results
- Managed monthly, quarterly, and yearly closure processes, which ensured good financial management of projects
- Prepared regular overall business performance updates and held business update meetings with seniors

American University of Beirut Research Assistant – Economics Department; Graduate Assistant – Dean's Office

2014 – 2015

- Conducted research, synthesized findings and contributed to writing reports; assisted professors during classes
- Worked closely with the dean and provided support to the faculty of Arts & Sciences thirty departments

Banque Libano-Francaise Corporate Credit Risk Analyst – Risk Management Department

2013 – 2014

- Reviewed corporate credit portfolios, analyzed clients' financial data, and recommended course of action
- Played a vital role in deal structuring through adding a credit policy perspective in regular committee meetings

ADDITIONAL INFORMATION AND ACTIVITIES

Extracurricular Activities

- Participated in Model United Nations (2009-2010); Elected academic delegate at U.S.J (2012-2013)
- Volunteered at Children Cancer Center and KunHadi road awareness NGO
- Tutored econometrics, math, statistics and finance courses
- Sports: volleyball, swimming and ping pong (trophies) and training at the gym

Internships

- Marketing Intern: Khalil Fattal et Fils (Alliance Electronics Department -SONY) and Socodile Holding
- Banking Intern: Central Bank of Lebanon and HSBC Bank, Corporate Department
- Trainings: Marketing Foundation, Presentation Skills, Visual Communication, Increasing Your Personal Impact, Purpose Workshop

Languages

- Arabic, native; English, fluent; French, fluent; Spanish, basic