Yasmina Sayegh

Business Analyst – Team Lead

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Professional Experience

Business Analyst – Team Lead
Apr 2016 - Present

BLU Loyalty - Loyalty Solution Provider, Visa Inc. Exclusive Loyalty Partner

- Full project life cycle ownership, from definition to implementation and delivery.
- Supporting and managing business requirements and functional specifications for the implementation of business solutions and assess the impact of those changes.
- Analyzing business requirements / user stories and translate them into lower level functional and technical requirements. This would include design documentation, system requirement specifications, user interface specifications, screen mock-ups, process and navigational flows, etc.
- Populate, review and refine product backlogs, including, but not limited to, platform themes, epics, features, user stories, business validation and user acceptance test plans and scripts.
- Producing solution design documents throughout the project life cycle, incorporating change requests and finalization of requirements documentation.
- Preparing presentations, supporting analysis and material to share results with the different stakeholders.
- Providing status reporting regarding project milestones, deliverable, dependencies, risks and issues.
- Act as the point of contact and communicate project status to all participants.
- Establish and maintain liaison relationship with business partners in order to provide effective technical solutions, drive satisfaction and capture business needs.
- Organize, attend, and lead kick off and status meetings with key players to ensure that project needs and deadlines are being met, develop comprehensive product and project plans.

Account Executive
Oct 2014 – Apr 2016

BLU Loyalty - Loyalty Solution Provider, Visa Inc. Exclusive Loyalty Partner

- Managing and administrating the database, CRM and loyalty platform.
- Handling back-office functions and all related administrative activities.
- Handling call center functions including responding to customers and clients' queries.
- Analyzing and validating data to ensure quality and accuracy.
- Administrating workflow of the Platform and all the related operations.
- Managing and testing BLU Points and clients' websites and mobile applications.
- Handling customer communication campaigns and ongoing promotions.
- Identify new promotion and marketing opportunities to help client grow the business and push for redemption.

Assistant Marketing and Brand Manager
Jul 2013 – Nov 2014

Luxury Selections, Zoghzoghi Group

- Prepared and updated marketing plan on a rolling-basis for brands based on senior management feedback, past marketing events' effectiveness and market trends.
- Analyzed advertising and PR values of products, resulting in increased knowledge by senior management of most valuable media partners for future negotiations and references.
- Suggested sales increase levers by focusing on past sales performance based on clients, products and salespeople. Summarized results in PowerPoint presentation for senior management and salespeople.
- Worked on the inception and positioning of an umbrella brand and collaborated with advertising agencies and freelancer graphic designers.

Education

Master of Business Administration - MBA International de Paris	*2018 - 2020*
IAE Paris - Sorbonne Business School - France	

Master in International Management	*2018 - 2020*
Université Paris Dauphine - France	

Master of Business Administration	*2018 - 2020*
Saint Joseph University of Beirut - Lebanon	

Master in Marketing & Communication	*2014 - 2016*
Saint Joseph University of Beirut - Lebanon; IAE Grenoble - France	

Bachelor in Marketing & Sales	*2011 - 2014*
Saint Joseph University of Beirut - Lebanon	

French Baccalaureate, Economic and Social Science	*1997 - 2011*
Lycée Français d'Alep	

Languages

English	Advanced (speech and writing)
French	Advanced (speech and writing)
Arabic	Native speaker

Skills

Good knowledge of Office Suite

Strong working knowledge of MS Office applications, including Microsoft Project and Visio

Good knowledge of Adobe Photoshop, Illustrator CS6 and InDesign

Good knowledge of MsSQL and MySQL

Working experience with Trello, Asana

Working experience in Agile Software Development Process

Strong understanding of SCRUM methodologies and framework

Knowledge of statistics and experience using statistical packages for analyzing datasets (Excel, SPSS…)

Working experience in Atlassian toolset implementation (JIRA, Confluence, Bitbucket, JIRA Service Desk, Portfolio for JIRA)