

I am a motivated and eager professional with experience in research, customer success, operations, and business development. Passionate about learning and growing in dynamic environments, I enjoy building strong relationships, improving processes, and contributing to business growth. As a multilingual individual, I collaborate easily with diverse teams, thrive in fast-paced settings, and tackle challenges while continuously developing my skills to support overall success. I am always eager to expand my knowledge, embrace new challenges, and refine my expertise to drive meaningful impact.

PROFESSIONAL EXPERIENCE

Associate

2022-Present

The Padelist – Beirut Digital District, Beirut, Lebanon

- Supported market expansion strategies across the MENA region through comprehensive research, competitive benchmarking, and stakeholder outreach, identifying and securing partnership opportunities.
- Developed data-driven business proposals and pitch decks, incorporating market research, sizing, KPIs, financial metrics, and projections to drive strategic decision-making.
- Assisted in end-to-end project delivery for venue partnerships, including requirements documentation, stakeholder communication, and implementation tracking.
- Conducted competitive analysis and user experience research regionally and globally to assess industry trends, optimize offerings, and enhance product development and business strategy.
- Managed the onboarding and integration of new partners and venue managers, ensuring seamless platform adoption and ongoing operational efficiency.
- Monitored key performance indicators using analytics dashboards, providing data-driven insights to support expansion and revenue growth.
- Provided vendor management support and optimized e-commerce operations, streamlining processes to improve efficiency and customer satisfaction.
- Assisted account managers in the sales cycle, contributing to negotiations and securing new partnerships.

Research & Business Development Analyst

2021-2022

Fly-Foot – Beirut Digital District, Beirut, Lebanon

- Developed comprehensive business plans and pitch presentations for Fly-Foot VR, incorporating extensive market research, customer personas, SWOT and competitive analysis, financial projections, and other key metrics to assess venture feasibility.
- Played a key role in strategic projects, including major event sales initiatives such as the World Cup and other significant events, and introduced travel agencies to Fly-Foot's football travel platform, ensuring successful execution and alignment with growth objectives.
- Prepared detailed quarterly investor reports by analyzing Fly-Foot's income statements and P&L data.

Intern

2019

Bank Audi – Beirut, Lebanon

- Provided support to the team, assisting with day-to-day operations and transaction monitoring.
- Engaged in workshops as part of the internship program.

EDUCATION

Bachelor of Business Administration - Banking and Finance

Notre Dame University (NDU) – Lebanon

Lebanese Baccalaureate, Emphasis in Life Sciences

Collège Notre Dame de la Sainte Famille – Lebanon

SKILLS

- Proficient in Microsoft and Google products, including Excel, Word, PowerPoint, Google Sheets, and Google Slides.
- Skilled in business tools such as Google Analytics, Google Data Studio, Zoho Books, Zoho Expense, Shopify, and project management platforms like Jira, Slack, Asana, ClickUp, and Microsoft Planner.
- Strong soft skills, including effective communication, teamwork, adaptability, attention to detail, and problem-solving.
- Fluent in Arabic, English, and French, with intermediate proficiency in Spanish.

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

- Customer Success Foundations Professional Certificate by ChurnZero – LinkedIn Learning In Progress
- BCG Digital Transformation Virtual Experience Program – Forage In Progress
- BCG Strategy Consulting Virtual Experience Program – Forage
- Business Development Foundations – LinkedIn Learning
- Atlassian Agile Project Management Professional Certificate Learning Path – LinkedIn Learning
- Introduction to Data Visualization using Google Data Studio – Coursera