

# NOUR CHACCOUR

## ABOUT ME

Extremely motivated to constantly develop my skills and grow professionally. I have a passion for growth hacking, storytelling, and visualization. Therefore, I strive to use data to continuously improve practices. I am confident in my ability to add value to a diverse team and build a strong relationship with stakeholders

## SKILLS

Visualization & Interactive Dashboards

Insight Communication & Storytelling

Growth Marketing

Data-driven campaigns

Database Analysis & Design

Predictive Analytics

Critical Thinking

Statistical Analysis

Exploratory Data Analysis

## TECHNICAL SKILLS

**Python** (Numpy, Pandas, Streamlit, Scikit-learn, Tweepy, Matplotlib, Seaborn, Plotly)

SQL, Tableau, PowerBi, Canva, CRM Salesforce, MailChimp, Microsoft Office, Google Analytics, Slack

## EXPERIENCE

### Digital Marketing-Growth Specialist ( Project based)

Dec 2020 - Present

@Kalse.lb - Lebanese Start-up

- Transforming data into business impact across the entire value chain of organizations
- Analyze data to determine campaign efficiency using Google analytics
- Set the digital strategy and media planning meetings, develop content, and design effective email campaigns

### Graduate Programs Coordinator

Apr 2016 - Present

Suliman S. Olayan School of Business, American University of Beirut

- Identify, develop, manage, and execute analyses to uncover areas of opportunity and present written business recommendations that will help shape the direction of the business
- Provide guidance and coaching to prospective and current graduate students in all aspects of personal and professional development
- Work closely with program directors to understand business issues and recommend solutions to help growth
- Own the design, development, and maintenance of ongoing metrics, reports, analyses, dashboards to drive key business decisions

### Co-Managing Director

Jan 2018 - Dec 2020

Chaccour Station - Family Business

- Supervised the sales activities, payments, and reconciliation of cash
- Negotiated and set deals with potential suppliers
- Set the strategy for future growth and potential expansion

## EDUCATION

American University of Beirut • **Master's in Business Analytics**

(Expected graduation: 4 June, 2021)

American University of Beirut • Bachelor of Science in Geoscience

2011-2014

## EXTRA-CURRICULAR ACTIVITIES

### Social Media Curator @opendatalebanon

- Handle OpenDataLebanon instagram page in sorting through their website and collect the most relevant data to share the best news, articles, videos and info-graphics on their social channel

## CERTIFICATIONS

**The Fundamentals of Digital Marketing**

by Google Digital Garage

Dec 2020

**Managing Big Data with MySQL**

by Coursera

Dec 2020

## PROJECTS

### From Data to Dashboard in e-Learning

- Leverage data collection, analysis skills and visualization tools we provided our client, with full visibility by assessing, monitoring and keeping track of teachers' skills and trainings.

### Customer Segmentation WebApp

- Build a tool using Streamlit in which the company can generate RFM Analysis, create customer segmentation and analyze user churn using knn clustering algorithm.