

EDUCATION

American University of Beirut (AUB)

Aug 2017 - May 2020

BBA in General Management (GPA: 3.2, B+)

EXPERIENCE

Ostaz by Inspired, Beirut Lebanon

Jun 2021-Present

Regional CRM Analyst

- Managed and enhanced Gulf operations practices across the customer journey and enhanced the quarter purchasing active users by 13%
- Applied a mix of qualitative and quantitative analysis techniques from various data sources and tools that increased retention rate by 7% and enabled the marketing and product team shape their expansion strategies

SINAR Contracting & Trading, Choueifat, Lebanon

Nov 2020 - Feb 2021

Project Manager & CSR Coordinator

- Created a CSR initiative that aims to renovate properties and houses damaged by the Beirut port explosion, and executed a budget plan to allocate resources for more than 50 houses and properties.

American University of Beirut (AUB), Hamra, Lebanon

May 2020 - Sept 2020

Assistant in the Admissions and Financial Aid Office

- Implemented an assessment plan to review the eligibility of financial aid applicants and contributed to saving back 6% of used funds.

Khalil Fattal et Fils SAL (KFF), Sin el Fil, Lebanon

Jul 2019 - Sept 2019

Marketing and Sales Intern (COTY)

- Managed an activation project for Adidas deodorant that increased Adidas toiletries' sales by 8%
- Launched a merchandising project that resulted in an in-store perfect display for all offered products in 9 different stores

International College (IC), Beirut Baptiste School (BBS), Beirut, Lebanon

Jun 2016 - Jun2019

Taekwondo Coach

- Participated in many championships locally and internationally with more than 70 students, and used Taekwondo as a therapy to help students with special needs (Example: Autism).

EXTRACURRICULAR ACTIVITIES

Business Student Society (AUB)

Aug 2019 - May 2020

Project Manager of the Business Trips & Safety Director

- Organized business trips to Europe for more than 120 people and led a safety team that contributed to the success of major university events such as the OSB festival, and AUB Outdoors

Big Data Club (AUB)

Aug 2019 - May 2020

Co-founder & Vice President

- Established a data center in the Olayan School of Business (OSB), for it to be the only credible source of data in Lebanon and organized seminars, conferences, and workshops with AUB professors and remarkable leaders in the Arab world

Women in Data Science, WIDS (AUB)

March 2019

Student Ambassador

- WiDS at AUB is an independent event organized by OSB to coincide with the annual Global Women in Data Science (WiDS) Conference held at Stanford University and an estimated 150+ locations worldwide

Outlook Newspaper (AUB)

Jan 2019 - May 2020

Staff Writer

- Published biweekly articles in the opinion and art sections of the independent student publication of the American University of Beirut established since 1949

WORKSHOPS AND CERTIFICATIONS

Corporate Finance Institute (CFI), Certificates

December 2020

- Introduction to Corporate Finance, Excel Crash Course , Reading Financial Statements

FullBridge, American University of Beirut (AUB), Certificate

May 2018

- FullBridgeU Program- Enhancing Critical Management Skills and Design Thinking

SUMMARY SKILLS

Languages: Fluent in English, French, and Arabic (Written and Spoken)

Computer Skills: HubSpot CRM, Microsoft Office (Word, Excel, and PowerPoint)