

# TAMARA BOU MALHAM

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## Social Media & Marketing Internship – FOO

Internship, 4-6 months

### PROFESSIONAL SUMMARY

Enthusiastic Fashion, Design, and Luxury Management student, my passion lies in integrating seamlessly into the world of luxury brands. Focused on Product Development, Luxury Brand Management, and Marketing, I bring a strong educational background in research, production, and management. I am characterized by curiosity and meticulous attention to detail, ready to contribute to the success of prestigious brands.

### EDUCATION

**MSc. FASHION, DESIGN AND LUXURY MANAGEMENT** 2023 – 2025

*Grenoble Ecole de Management* GRENOBLE, FRANCE

- Modules: Project Management, Corporate Finance, Risk Management, Fundamentals of Fashion & Design Industry, Branding and Brand Equity Management.
- Projects: Live business case with Ralph Lauren.

**MASTER'S DEGREE IN INDUSTRIAL TECHNOLOGY** 2020 – 2022

*Saint Joseph University of Beirut* BEIRUT, LEBANON

- Modules: Manufacturing operational management, Industrial Cosmetology, Organizational strategic management, Entrepreneurship, Integrated management system.
- Projects: L'Oréal Brandstorm 2021.

**BACHELOR OF SCIENCE IN BIOCHEMISTRY-LIFE AND EARTH SCIENCES** 2015 – 2020

*Saint Joseph University of Beirut* BEIRUT, LEBANON

- Modules: Scientific research methods, Microbiology, Nanotechnology, Enzymology, Biosecurity and Biosafety.

### PROFESSIONAL EXPERIENCE

**BUSINESS ANALYST ASSISTANT** 01. 2022– 06. 2022

*Management Solutions Experts* ZALKA, LEBANON

- Designed the organizational and positional structures for a governmental authority in the Kingdom of Saudi Arabia.
- Defined job descriptions for multiple departments, facilitating a redundancy list and defining new positions.
- Developed KPIs Libraries that allowed measuring the effectiveness of the employees and examine how well objectives are achieved.

**BUSINESS DEVELOPMENT & YOUTH ENGAGEMENT ASSISTANT** 03. 2021– 09. 2021

*Project Management Institute* BEIRUT, LEBANON

- Analyzed feedback on institute products in the MENA region, identifying patterns and trends to innovate and generate solutions.
- Spearheaded the global youth engagement project, focusing on both its preparation/management phases and B2B enablement, while playing a pivotal role in the global youth engagement team.
- Directed the global Brand Building and Go-to-Market Strategy for the Citizen Developer product, achieving an engagement of 25,000+ students from 70+ countries, surpassing project success metrics by 65+%.
- Forged partnerships with 5 Low Code/No Code organizations, aligning project goals with the UN's SDGs and realizing the commitment of 100,000 sustainable hours.

### LANGUAGES, COMPUTER SKILLS & CERTIFICATIONS

- Languages: Arabic (Native); French (Native); English (Fluent-C2).
- Technical skills: M.S. Visio, SPSS, LabView, Stratgraphics, Office 365
- Certifications:
  - Eco-Design for a circular economy, UNIDO, November 2021
  - Business Development Strategic Planning, LinkedIn, March 2021
  - Citizen Development Foundation Course, Project Management Institute, February 2021

### ACTIVITIES & INTERESTS

- Global Volunteer for Project Explore India, AIESEC, India, 2017
- Volunteer, Foodblessed, 2016-2018
- Local Committee Vice President, AIESEC, Lebanon, 2017-2018
- Yoga and meditation (3 years of practice), Baking, currently learning Italian and Spanish.