

## Contact

[marwa.chehab92@gmail.com](mailto:marwa.chehab92@gmail.com)

[www.linkedin.com/in/chehabmarwa](https://www.linkedin.com/in/chehabmarwa)  
(LinkedIn)

[sites.google.com/view/  
marwachehab-portfolio/home](https://sites.google.com/view/marwachehab-portfolio/home)  
(Portfolio)

[www.theweddingplanner.company/](https://www.theweddingplanner.company/)  
(Company)

## Top Skills

Copywriting

Marketing

Social Media

## Certifications

Content Marketing Foundations

Scrum Master Certification: Scrum  
Methodologies

The Fundamentals of Digital  
Marketing

Certified Product Manager (CPM)

# Marwa Chehab

Certified Product Manager

Istanbul, Turkey

## Summary

Coming from a fashion design background I made a complete career shift in 2020 when I decided to put my own startup on hold and embrace a new opportunity that was ahead of me.

Over the years, I have worked with several startups on content strategy, creating user experience, and managing websites & apps.

I'm a highly motivated person and passionate about learning. I believe that we grow with new experiences and facing challenges.

I tend always to carry a user-centered approach/research lens to deliver quality products.

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## Experience

The Wedding Planner

Head of Product

January 2022 - Present (9 months)

Istanbul, Turkey

Contract Based

An upcoming startup in Turkey that provides destination wedding planning services. As a head of product in the startup, my responsibilities vary from conducting industry research, B2B2C business model, and product vision board to creating the user experience.

My responsibilities include:

- Industry research and analysis.
- Competitive benchmarking market research and analysis.
- B2B and B2C business model.
- Product development research, based on customer feedback, and industry insights.
- Product mind map and vision board.
- UI and UX Design.

- Lead the user experience strategy and create high-fidelity wireframes.

## NOMU Ventures

### Venture Head Of Content

September 2020 - December 2021 (1 year 4 months)

Saudi Arabia

#### Contract Based

An online e-commerce grocery platform operating in Saudi Arabia. We deliver groceries for households in bulk and in competitive prices. I was leading a team of creative graphic designers and content writers, our mission was to create and upload quality content to drive engagement and increase sales. I took part in creating and delivering Ramadan baskets to promote the essential products for the holy month of Ramadan at very competitive prices. I also helped define a pricing system for SKUs listed on the app to help my team save time spent while pricing the products.

#### My responsibilities:

- Craft data-driven content strategies to increase order value and user engagement.
- Develop a monthly and weekly editorial calendar for in-app push notifications in line with business requirements (weekly promotions and new SKUs uploaded to the app).
- Analyze data (behavioral & performance) to identify trends and drive actionable business insights.
- Conduct a competitive benchmarking analysis for local and global competitors.

## baqala - Online Grocery Delivery

3 years 5 months

### Content Product Manager

January 2018 - August 2020 (2 years 8 months)

Beirut District, Lebanon

An online e-commerce grocery platform that was operating in Beirut. I was leading the web content and social media team, in 3 months we managed to onboard four of the best grocery stores in Lebanon. We created marketing strategies that increased user engagement on our social media which lead to a 15% increase in sales.

#### My responsibilities:

- Analyze data (behavioral & performance) to identify trends and drive actionable business insights.
- Supervise and quality assure content published on the app.
- Develop an editorial calendar for in-app push notifications in line with business requirements (weekly promotions, new SKUs listed on the app).
- Craft data drive content strategies to increase order value and user engagement.
- Worked with the marketing team to create a GTM strategy for SWIPE DAT.
- Prioritized features and tasks for the development and design teams.

### Digital Content Specialist

April 2017 - January 2018 (10 months)

Beirut District, Lebanon

- Create content for products displayed on the app and social media platforms.
- Create and manage product content of 2,000+ SKU on the app.
- Manage and maintain the quality of existing content (images, prices...) on the store's pages.
- Optimize visuals published on the app to enhance load time.

### Fashion Flair Academy

Founder, CCO

April 2019 - February 2020 (11 months)

Beirut District, Lebanon

- Create B2B business model.
- Draft presentations, proposals, and pitches for clients.
- Write/edit content for websites, social media pages, and blogs.
- Design curriculums for different age groups of students.
- Organize and run workshops for children and adults.
- Guide students through the design and thinking process.

### Involve Better

Author and Field Interviewer

March 2019 - September 2019 (7 months)

Miami/Fort Lauderdale Area

- Choose subject matter that interests readers.
- Conduct research to obtain information and authentic details.
- Present drafts to editors for feedback.
- Collaborate with editors and clients to shape the material so it can be published.
- Interviewing research subjects professionally and courteously.
- Compile, record, and code results and data from the interview.

Careem

Associate Product Manager

September 2015 - March 2017 (1 year 7 months)

Beirut, Lebanon

- Assist the product manager to develop product strategy and roadmap.
- Analyze and evaluate available data to enhance product performance.
- Analyze behavioral and geographic segmentation data to identify trends and product positioning.
- Analyze customers' feedback to enhance product decision-making.

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## Education

American University of Science and Technology

Bachelor of Arts - BA, Fashion/Apparel Design · (2018)