

ELISE SALAMEH

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PROFESSIONAL EXPERIENCE

January 2012 - Present **Head of Data Mining Department, Marketing Division, Banque Libano - Française S.A.L, Beirut, Lebanon**

I am currently managing 2 units of 5 data analysts under the Data Mining Department:

The Business Intelligence Unit:

- Managing the strategic project of implementing a BI solution that allows data governance & self-service analytics.
- Managing the acquisition and implementation of a Client Relationship Manager (CRM) system.
- Manage multiple projects and tasks allowing to enhance the business & data quality ex segmentation project, account officer project etc..

The Data Mining Unit:

- Exploit the database of the Bank in order to turn it into intelligence: reporting, KPIs, dashboards, scorecards ect.
 - Prepare Database treatment protocols, to generate reports for the top management and support entities and branches.
 - Establish continuous reporting to monitor various aspects of the Bank's activities such as, client evolution, product sales and commercial effort.
 - Conduct Market studies and client targeting studies.
 - Implemented the Balanced ScoreCard of the Bank and its monthly update.
 - Conduct annual Sales Forecast studies
- Ensure appropriate support for marketing campaigns.
- Contribute in some marketing campaigns mostly aimed at strengthening the presence of the branches in their regional proximity.

As an integral part of Data Mining, I am proficient and knowledgeable in the following systems:

- Oracle Discoverer
- Excel / VBA
- Access

December 2009 -
January 2012

**Junior Human Resources Analyst, Human Resources Division,
Banque Libano-Française S.A.L, Beirut, Lebanon**

Worked in the Statistics and Payroll Department.
Worked on the automation of HR processes (shifting from manual work management to an Oracle based solution)

January 2008 -
December 2009

IT internship, Omnisystems - Berytech, Beirut Lebanon

Worked on programming an automated inventory management system for Omnisystems client (using Powerbuilder – an Oracle based programming tool).

EDUCATION

May 2019

Project Management Professional, PMI professional certification.

2010 – 2012

Masters in Research Management, Saint Joseph University, Achrafieh-Huvelin, Lebanon

Topics: Management, Marketing, HR, Finance, Communication, Managerial Economics.

Thesis: 'L'homme au travail face au courriel'.

The study tackles the effect of email usage on employees and their performance, and proposes concrete alternatives. (example: instant messaging for internal communication)

2004 – 2007

Bachelor in Business Computing, Saint Joseph University, Mar Roukoz, Lebanon

Topics: Management and Sales, Marketing, Accounting, Programming.

FYP: Creation of an application for 'Faqra Catering' that organizes customer orders workflows.

June 2004

Lebanese Baccalaureate in Natural Sciences, Collège des Soeurs des Saints Coeurs, Ain Najm, Lebanon

ADDITIONAL INFORMATION

MBA program workshop on Business Analytics for students and Professors at AUST

As an Expert in the field, my workshop was aimed at showing how Business analytics is revolutionizing Marketing.

It included a case study on credit card clients targeting using Descriptive analytics and Predictive analytics.

Trainings & Seminars

- **“Business Analytics”** Organized by Edupristine, Beirut, Lebanon
- **“Predictive Banking Workshop”** by Cognitro Analytics New York, Beirut, Lebanon
- **“Train the Trainer”** Organized by Change, Beirut, Lebanon
- **“Project Management”** Organized by BDL, Beirut, Lebanon
- **“Social Business & Enterprise”** by Data Invest Consult, Beirut, Lebanon
- **“Oracle CRM”** Organized by Oracle, Beirut, Lebanon
- **“Oracle HRMS”** Organized by Oracle, Beirut, Lebanon
- **“Microsoft Access Advanced”** Organized by Formatech, Beirut, Lebanon

Computer Skills

- Microsoft Office Applications
- Oracle, Java, C programming language.

Languages

- **Arabic** (native), **French** (first language), **English** (fluent), **Spanish** (Beginner).