



Charbel Emile Hatem

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WORK EXPERIENCE

InfoPro

Research Coordinator

Beirut, Lebanon

August 2021 – Present

- Generated edited, coded, and cleaned data reports on Excel to conduct data processing trend analysis for numerous market research projects for different organizations including World Food Program (WFP), UNICEF, World Bank, International Finance Corporation (IFC), International Labor Organization (ILO), Food and Agriculture Organization (FAO), and UNESCO.
- Collaborated with senior management including project managers and fieldwork managers to achieve and maintain project operations of more than 200 fieldworkers, while developing and maintaining a weekly updated performance measurement framework for the fieldwork teams.
- Gathered Information and data to perform data analysis to support methodology development and data development by working on qualitative and quantitative market research approaches.
- Managed and provided analytical and technical support for teams of 100+ fieldworkers.
- Gathered, arranged, and corrected research data to create representative graphs and charts highlighting results for presentations.
- Collected data on competitors, consumers, and marketplace and consolidated data into presentations and reports.
- Validated incoming data to check information accuracy and integrity while independently locating and correcting concerns.
- Organized paperwork, including participant-informed consent waivers and research scope documentation.
- Planned, modified, and executed both quantitative and qualitative research techniques, procedures, and tests.
- Briefly worked on developing macros, special formulas, and other actions to produce reliable and consistent statistical reviews.
- Supported senior team members with research skills, market analytics, and statistics used in quarterly reporting for clients and stakeholders while leading new team members in identifying innovative approaches for report writing.

Grade Hero

Senior Consultant

Beirut, Lebanon

January 2021 - Present

- Analyzed financial statements, business summary reports, and dashboard recap to attain data based on product comparable percentages and penetration rates for district managers which increased app efficiency by 16%.
- Collaborated with senior management on multiple functions including customer success and finance, increasing survey submissions from 60% the previous month to 75% by identifying the pain points of customer feedback.
- Provide recommendations to enter a niche market for career tips, conducting market research for 100+ infographics and video content on TikTok.
- Collaborated with senior management including marketing lead to grow Instagram and LinkedIn accounts, implementing posting schedules for popular content which increased followers to 20k+ in a span of 3 months.
- Prepared reports of findings with feasibility study and recommendations and gathered all information to back up reports such as demographic information, cultural nuances, purchasing trends, stats on usage of new technological products and Internet use/penetration for the GCC market.
- Developed, created and distributed marketing and market research policies and procedures to streamline workflows and minimize development times and costs.

- Provided monthly reporting on all online marketing channels and measured ROI, traffic, conversions, CTRs and other analytics.

Grade Hero

Research Analyst

Beirut, Lebanon

April 2020 – January 2021

- Quantifying tone and qualifying online conversation using social media tracking and reporting tools and providing analysis of social media landscape and buzz volumes.
- Reviewed P&L with sales lead and district manager to identify highest & lowest penetration rates on all products, analyzing all products which increased efficiency of deliveries from app to the customer by 17%.
- Maintained and built relationships with 100+ customers daily, providing exceptional customer service and efficient product deliveries daily which translated to a customer satisfaction rating score of 97%.
- Collected data on competitors, consumers, and marketplace and consolidated data into presentations and reports.
- Identified crucial market changes and provided leadership in adapting to changing Lebanese economic concerns.
- Augmented and approved successful marketing campaign proposals that drove sales by 21% and market growth by 12% for the company.
- Developed data-driven solutions to lead the marketing and research department and company to identified growth goals.

PERSONAL AND LEADERSHIP EXPERIENCE

Toufiluk Youtube Channel

Youtube Channel Manager

Beirut, Lebanon

March 2021 – July 2021

- Monetized & Syndicated Content on Toufiluk's Youtube in a span of 3 months.
- Suggested content ideas for videos while maintaining track of the YouTube Analytics: Monthly and Bi-Weekly performances.
- Analyzed the analytics coming out of the channel and monitored channel/video performance.
- Setting the upload schedules for the YouTube channel, handling video uploads, and keeping track of the constantly changing YouTube video metadata.
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NFT

Personal Project

Beirut, Lebanon

April 2022 – Present

- Coordinating, building, and managing a community around my personal NFT project.
- Utilized VoxEdit to create and sell NFT art on The Sandbox game's marketplace.

Crypto Research

Research, Trading, and Community

Beirut, Lebanon

April 2022 – Present

- Investor in Ethereum since 2019 with a foundational understanding of smart contract platforms and various dApps.
- Member of the Akyllers community since inception, studying the community building and gamification of the Akyllers Community.
- Participated in one of the first play-to-earn games on Ethereum, CUDL finance by MuseDAO.
- Strong passion for cryptocurrency, NFTs, and the power of building decentralized communities.
- User of DeFi protocols including staking and liquidity provision.
- Excellent understanding of networking and community building across Twitter and Discord.

EDUCATION

University La Sagesse

BS in Business Administration, Finance (GPA: 3.7)

Beirut, Lebanon

Graduation Date: January 2020

- Organizations/Awards: Honors Program, Dean's Honors List

Certificates

EDX

Analyzing Data with Excel

Data Analysis and Visualization Fundamentals

Data Analysis and Visualization with R and Excel

Beirut, Lebanon

January 2020

February 2021

March 2022

Skillshop
Google Analytics

Beirut, Lebanon
Expected end date: December 2022

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, PowerPoint, Word, Project, and Visio) | Youtube Analytics | Sales Navigator | HubSpot |

Languages: Arabic (Native), French (Professional Proficiency), and English (Professional Proficiency)

Interests: Marketing & Operations, Analytics, Consultation, Reading, NFTs, Cryptocurrency, Financial Markets, Investments, Trading, AI, Space Exploration, Content Creation, Politics, Video Games, and Boxing