

HIBA OBEID

CONTACT



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PROFILE

A highly motivated, detail-oriented engineer with 15 years of experience in managing and planning projects with high regards in meeting scheduled deadlines. Great interest and understanding of the online learning environment and seeking to apply the advanced project management skills in this field.

EDUCATION

American University of Beirut,
Beirut - Lebanon

2011-2013

MBA, Management, Marketing &
Entrepreneurship track

Thesis Entitled: "Creating Shared
Value: Measuring Social Impact"

American University of Beirut,
Beirut - Lebanon

2002-2007

Bachelor of engineering in electrical
engineering

EXPERIENCE

Program Manager

American University of Beirut – MSFEA Online

October 2020 - Present

- Created the positioning papers and concept notes, launched and took ownership of:
 - Building Energy Systems Online Diploma
 - Online Masters' in Engineering Management
 - Online Certificates in Mobile App and Full Stack Web Development
 - Graduate Professional Diploma in UX/UI
- Supervised, monitored the digital marketing strategies of mentioned programs along set targets and KPI's
- Launched and supervised the leads campaigns for the programs at MSFEA Online
- Trained and supervised the enrollment coaches working on the campaign
- Performed and supervised all administrative tasks related to the diploma and followed up on all the deliverables

Program Manager

American University of Beirut – Pro-Green Diploma

March 2019 - Present

- Finance:
 - Set and managed budget expectations of the diploma
 - Monitored the program's budget and expenditures
 - Computed the profit allocation of the program in coordination with all the stakeholders involved
 - Monitored the follow-up with the students on all payment issues
- Marketing
 - Supervised the development, scheduling implementation of the marketing campaign for the program throughout the year
 - Monitored the results and analytics of the social media marketing campaigns to redirect the activities when needed
 - Initiated communications with companies including info sessions to ensure awareness about the program

SKILLS

PERSONAL

- DECISION MAKING
- TEAMWORK
- PLANNING & ORGANIZATION
- COMMUNICATION
- PROBLEM SOLVING

TECHNICAL

- MICROSOFT OFFICE
- AUTOCAD, REVIT
- ARTICULATE 360

- SALESFORCE

LANGUAGES

- ENGLISH, ARABIC, FRENCH

AWARDS & PUBLICATIONS

Awards

May 2006

5th FEA Student Conference: Best Paper in Electrical Engineering: "Electromagnetic Fields from Power Lines"

Publications

November 2012

Case published in Ivey School of Business: "Jabwood International: The Risky Business of Expanding East"

CERTIFICATIONS

June 2021

Data Driven Digital Marketing Program

INTERESTS & ACTIVITIES

Net Impact – MBA Chapter -

AUB

2012-2013

Secretary

Lebanese Red Cross

2005-2008

Training Committee: Trainer & Responsible for Documentation

2002-2007

Youth Department AUB: Active Member

Operations

- Performed and supervised all administrative tasks related to the diploma and followed up on all the deliverables
- Developed and produced task lists and timelines to ensure all activities are performed within the deadlines
- Facilitated training sessions for interested Faculty for online course development with the IT Academic Service Unit
- Implemented the NYSED, MSCHE and MEHE registration processes for the Graduate Diploma in Building Energy Systems
- Handled the revamping of the Pro-Green Learning Management System in coordination with the IT Academic Service Unit

Project Administrative Manager

American University of Beirut – Online Capacity Building Project - Phase 1

August 2019-January 2020

- Handled the day-to-day tasks of the Online Capacity Building Project with Al Ghurair Foundation for Education and Arizona State University including:
 - Managing webinars, one-to-one phone interviews with faculty and steering committee meetings
 - Planning an informative trip to Arizona State University
 - Handling the visit of key team members from Arizona State University for a 3-day intensive workshop
 - Making sure all the deadlines are met as per the contract and project proposal
 - Ensuring an effective communication with the different stakeholders involved

Project Engineer

Dar Al Handasah – Shair and Partners, Beirut-Lebanon

September 2007-February 2019

- Implemented the full electrical design for large scale residential, industrial and health-related projects in Lebanon and offshore following international and country-specific regulations
- Effectively managed a team of engineers to deliver electrical designs meeting client requirements within deadlines
- Took ownership of the electrical designs of several large-scale projects such as the Princess Noura University in Riyadh, KSA, Abraj Kudai, Mekkah, KSA
- Prepared proposals and estimated costs for medium-to-large scale projects in the MENA region