

NOUR HAIDAR

Master's Student | Fintech and Digital Finance

Experienced in: Business Development | Marketing | Finance | Strategy | Digital Payment

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SUMMARY

Over 5 years of experience in sales and marketing, with a solid background in corporate finance. Currently pursuing a master's degree in Fintech and Digital Finance, developing a deep understanding of digital payments and business development in international markets. Collaborated with teams to work on diverse projects. Provided consulting services to develop and implement new businesses. Contributed to building a database of potential partnerships and customers for several businesses. I am eager to contribute to your organization success and acquire valuable hands-on experience in a fast-paced business environment.

EDUCATION

Sept 2022 – Present | Montpellier Business School, France | Master in Fintech and Digital Finance

- Accomplished the required courses with success, including Quantitative Methodology (20/20) and Portfolio Analysis (17/20)
- Collaborated with a team to conduct a digital asset platform project focusing on the African market with a mission to create a positive impact on non-bankable individuals in underdeveloped areas. The payment system was called MergePay, and it helps users convert credit line to digital coins.
- Carry out performance analyses linked to the integration of ESG elements, Taxonomy criteria, and SFDR classification using Bloomberg terminal.

June 2021 | American University of Science and Technology, Lebanon | Bachelor's in Corporate Finance

- Use tools such as DCF/NPV analysis and weighted average cost of capital to develop a framework for budgeting.
- Learn basics of forwards, futures, options and swaps, and use derivatives to improve returns, reduce costs and hedge risks.

EXPERIENCE

Jan 2021- June 2021 | Sturdies for Trading, Lebanon | Intern - Marketing and Business Development

- Developed knowledge in planning and executing campaigns, conducting market research, collecting and analyzing data as well as tracking key performance indicators (KPIs).
- Provided administrative support by scheduling meetings, organizing files in addition to managing documents, and assisted in project coordination.
- Conducted market research to identify business opportunities, led meetings with potential clients, increased the client's database by 30% and boosted sales by 10%.

Oct 2020 – June 2021 | House of Fashion, Lebanon | Consultant

Freelancing project. Shop development and implementation

- Supported the development and implementation of the business legal incorporation, operations, accounting, finance, IT, marketing, and team recruitment.
- Organized meetings for staff to identify the business needs, participated with the owners in brainstorming meetings, suggested ideas and provided valid recommendations to boost business performance.
- Connected the owners with marketing agencies and supported in building the business strategy and brand image.
- Built several excel sheets concerning the expenses and revenues, customer's data and KPIs, to ensure an efficient follow-up on the business performance.
- Developed policies and procedures to ensure consistency and operational efficiency, limiting conflicts and risks.

- Supported the team to understand the business, through training, one on one coaching, on-site observations and by providing hands-on support.
- Helped the team provide accurate reporting on a daily, weekly, and monthly basis regarding products performance, KPIs, best sellers, slow moving items, shipment feedback and others.

Feb 2013 - Oct 2020 | Azadea, Lebanon | Sales Associate

- Worked at different international retail stores (Massimo Dutti, Mango, and Bershka) alongside my university studies, developing practical skills and knowledge in business development, sales, marketing, IT, finance, and others.
- Built a database of visitors, new customers, and loyal customers on an excel sheet, highlighting their contact details, total receipts, unit per transaction, preferences, requests, and complaints.
- Developed strong competencies in defining customers' wants and needs, understanding the market trends, expanding product knowledge and offering the right product and services to increase sales performance.
- Participated in organizing and executing inventories and provided accurate and reliable feedback on discrepancies.
- Conducted a daily walkthrough in selling areas and stockrooms, ensuring an accurate replenishment and providing feedback to the management about product availability.
- Provided feedback for the shop manager concerning the KPIs (including UPT, ATV, ASP, Conversion, sales/sqm and others), product performance, missing opportunities, merchandising, shipments, and customer service.

CERTIFICATIONS

2023 – Present | Hopkins University | R Programming

2023 | Microsoft | Power Platform Certificate

2023 | Bloomberg | Bloomberg Market Certificate

2016 | Schewezer Institute | Junior Investment Analysis

CORE COMPETENCIES

Languages: Fluent in Arabic, French, and English (IELTS 6.5)

Computer Literacy: Microsoft Office (Excel, Word, PowerPoint, and Outlook) | R Programming

Key Skills: Business Development | Marketing | Sales | Analysis and Reporting | Digital Payment.