

Nour Malli

Address: Beirut, Lebanon | Tel: +961 81734671 | Email: nour.malli@lau.edu

EDUCATION

Lebanese American University (LAU), Beirut, Lebanon

Aug 2022 – Present

Bachelor of Science (B.S.) in Economics

PROFESSIONAL EXPERIENCE

Maids.cc, Dubai, UAE (Remote)

Jan 2025 – Feb 2025

Business Analyst

- Analyzed and identified discrepancies in existing spec files by referencing ERP and Tableau, ensuring data accuracy for business operations.
- Created detailed, step-by-step spec files for data analysts, outlining corrective actions to resolve identified issues and improving operational efficiency.
- Evaluated maid performance reports and proposed score calculation adjustments to prevent terminations, supporting employee retention strategies.

Oreyeon, Beirut, Lebanon

Jun 2024 – Dec 2024

Data Handler

- Annotated runway footage to identify and label visible Foreign Object Debris (FODs) for AI development using Darwin software.

Webedia Arabia, Beirut, Lebanon

Jun 2023 – April 2024

Data Analysis Intern

- Conducted comprehensive SEO strategies for primary company websites, utilizing tools such as SEMrush and Keyword Tool to enhance search visibility and rankings.
- Analyzed data trends and performance metrics to provide actionable insights, contributing to strategic decision-making and ongoing optimization efforts.
- Performed benchmark analyses of competitors' digital marketing strategies, identifying areas of opportunity, and recommending improvements for 20+ clients.
- Conducted market research to identify emerging trends and opportunities, providing recommendations for new business initiatives and strategies.

EXTRACURRICULAR EXPERIENCE

LAU Event Organization Club

Sep 2023 – Present

President

- Led a team in coordinating logistics, securing sponsorships, and managing resources for over 20 successful events, ensuring seamless execution and high attendee satisfaction.
- Implemented a team-based approach by dividing club members into specialized teams, optimizing workflow efficiency and enhancing event preparation processes.
- Conducted regular meetings with club members to brainstorm ideas, strategize event themes, and allocate responsibilities, fostering teamwork and accountability within the organization.

The Environment and Human Society

Oct 2020 – Aug 2023

- Organized environmental awareness workshops to train school students on recycling.
- Engaged households in daily recycling and guided citizens on how to properly dispose of their waste.
- Led a sub-team of 10 people during a cleaning campaign to reduce litter from street sides.

SKILLS

Microsoft Office (Word, Excel, PowerPoint, Access)/ Darwin Software/ Tableau/ SEMrush/ Keyword Tool