

Fatima Maaz

Beirut, Lebanon

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WORK EXPERIENCE

Deputy Business Analyst

Recrunova

Texas, USA

06/2023 – 09/2023

Established a differentiation strategy of a US-based recruitment company focused on securing seed funding after refining the features set and improving the pricing model.

- Supported the GTM (go-to-market) strategy for 4 product lines via SWOT and competitive landscape analysis conducted on Google and LinkedIn, improved the value proposition and market positioning.
- Weighed the competitions' end users interactions via Trustpilot and Glassdoor, which led to new pricing insights and key features and improved Recrunova's competitive edge and customer feedback.
- Collated market size statistics from reliable online sources, effectively creating a compelling business case for investor presentations and reliable content for marketing to develop the landing page.
- Bid on projects on different platforms by aligning with the founders on their key competencies and desired projects, which added a new revenue stream for the company.
- Managed a PR campaign focused on showcasing the company's clients across various media channels, including social media, newspapers, non-governmental organisations, and TV networks.

HR Associate (RFL: Temporary Medical Issues)

YMY Agency

Beirut, Lebanon

03/2023 – 06/2023

Drove the end-to-end human resources and talent acquisition process in a Kuwaiti educational marketplace focused on increased the total number of freelanced employees by 150.

- Launched online campaigns to attract talent on an educational marketplace by creating social media activism and ads, which led to exceeding the company's monthly desired quota by 40%.
- Directed the tutor-member matchmaking process, introducing an effective CV screening and skill identification system, maintaining retention over 90% and increasing customer satisfaction scores.
- Guided succession planning by collaborating with employees to align their goals and performance, resulting in a turnover rate consistently below 10%.
- Utilised sophisticated recruitment strategies, actively engaging in headhunting of top-tier candidates using LinkedIn Premium tools and precision-tailored Boolean search commands, resulting in the successful acquisition of a pool of 75 exceptionally qualified individuals.
- Developed an online capacity scheduling system to balance out the workload between employees, while launching performance review processes, which halved the time to serve the customers.
- Aligned with the hiring managers on new hires' requirements and translated them accordingly into job descriptions and job posts before interviewing and filtering out promising candidates, which helped secure key positions in linguistics and web development.

Business Analyst Intern

Salem Group

Beirut, Lebanon

11/2022 – 05/2023

Supported the end-to-end development of 5 B2C mobile, desktop and web apps focused on establishing revenue from scratch and having the first user base within the fitness, e-commerce, and restaurant industries in the private and NGO sectors.

- Crafted and implemented a partnership strategy for a fitness mobile app by reaching out to 20 gym facilities via cold calling, resulting in a successful launch with 6 immediate partners.

- Spearheaded customer proposal development by analysing competition, value proposition, and industry stats. Orchestrated and scheduled meetings between management and prospects, leading the conversion of 7 projects out of 10.
- Gathered business requirements and prioritised customer feature requests while aligning with a cross-functional team (web and design) on development, testing and deployment.
- Curated qualitative feedback on various products by identifying a group of champion users to test MVPs. Conducted audits of customers' digital footprint, including social media and ad campaigns, to identify end-user pain points and provide valuable insights for development.
- Collaborated closely with customers to refine their pitch decks, effectively communicating their unique selling points, products, and services. These decks were then utilised for pitching, recruitment, and promoting awareness and adoption of their offerings.

Business Growth Strategist

4 Ways

Nabatieh, Lebanon

06/2021 – 09/2021

Transformed a well-known South Lebanese restaurant, 4 Ways, into a thriving and customer-centric establishment, achieving a 30% increase in monthly revenue (~ \$6,000).

- Aligned with the founders on setting a targeted pricing strategy after analysing the market's customer demographics and competitive landscape, which doubled the frequency of customer monthly visits.
- Drove sales by implementing upselling and cross-selling strategies by persuading customers to add complementary items to their orders, increasing average transaction value by 20 %.
- Set a social media budget before aligning with a photographer on driving a promotions strategy in terms of design and content. Ran social media campaigns and ads via Facebook and Instagram, which achieved customer acquisitions cost below 30 cents.
- Revised menu items, including their quantity, variety, and pricing on a point-of-sales system (POS Omega). Managed procurement expenses and handled cash registry payments from customer transactions to refunds, all while considering USD to LBP conversion rates.
- Cross-checked and verified the cash register balance against the data in the POS system by performing a manual count and adjusting for supplier receipts deducted from daily sales.
- Monitored, audited, and forecasted supply and demand of raw materials to ensure that inventory satisfies stock-level availability, resulting in zero stockout instances.

EDUCATION

Master of Human Resources

Lebanese American University

Beirut, Lebanon

06/2023 - Current

Bachelor of Business Management

Lebanese American University

Beirut, Lebanon

05/2023

SKILLS

Industries	Mobile & Web Apps, Recruitment, Education, Food and Beverages (F&B), Public Relations, Retail, Hospitality, Non-Governmental Organisations (NGOs), B2B, B2C
Software	Asana, Slack, CRM, HubSpot, Social Media Management Tools, Scheduling Software
Strategy	Succession Planning, Pricing Strategy, Market Positioning, Go-to-Market Strategy, Partnership Strategy, Public Relations Strategy