

CARLA SALIBA

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PROFESSIONAL STATEMENT

I'm currently in France for a project, but I'll be back in Lebanon in June 2025. I'm looking forward to new opportunities there and am eager to bring my international experience to the table.

EDUCATION

Université Lumière Lyon 2

Master of International Medical Translation and Communication | September 2021 - September 2023

Graduated at the top of the class with honors, achieving a GPA of 15.5/20

Gained expertise in technical writing, technical communication, and project management.

Holy Spirit University of Kaslik

Bachelor of Communication and Translation | September 2017 - December 2020

GPA over 100: 85.87

WORK EXPERIENCE

Akanea

Limonest 69760, France

December 2023 - Present

Akanea (ISAGRI Group Subsidiary): A B2B software leader in agri-food and supply-chain solutions. I drove business growth by collaborating with R&D and project teams to develop market-aligned solutions, enhance client engagement, and support pre-sales initiatives in an agile environment.

- **Customer Success Lead - Freight Forwarding (Marketing and Project) (February 2025 - Present)**
 - **Client Satisfaction & Retention:** Analyzed feedback to identify improvement areas and proactively addressed client concerns.
 - **Customer Success Strategy:** Implemented workshops and webinars to onboard clients and ensure seamless adoption of new features.
 - **Relationship Building:** Maintained strong client connections through follow-ups and consistent support to drive loyalty.
 - **Cross-Functional Collaboration:** Worked with marketing and project teams to align customer success strategies with business objectives.
 - **Upselling & Cross-Selling:** Identified opportunities to maximize product usage through additional features and modules.
 - **Continuous Improvement:** Developed proactive approaches to enhance client experience and maintain high satisfaction rates.
- **Business and Marketing Project Lead (May 2024 - January 2025)**
 - **Agile Project Coordination:** Collaborated with developers, project managers, and stakeholders to align business objectives with market trends, ensuring timely project delivery.
 - **Pre-Sales & Business Development:** Developed and presented sales materials, participated in client meetings, identified business opportunities, and supported proposal creation.
 - **Digital Transformation & AI Adoption:** Applied AI-driven strategies to boost ROI, enhance client engagement, and improve decision-making through predictive analytics.
 - **Market Analysis & Strategy:** Conducted competitive research to identify emerging trends and optimize marketing strategies.
 - **Content Development:** Created marketing materials such as newsletters, product guides, and client updates to support sales efforts and enhance brand communication.
 - **Training & Onboarding:** Produced e-learning content, including video tutorials and interactive quizzes.
- **Technical Writer (December 2023 - May 2024)**
 - **Documentation Transformation:** Led the transition from static PDFs to an interactive online help platform, boosting user engagement and satisfaction.
 - **Stakeholder Collaboration:** Coordinated with R&D, QA, and marketing teams to ensure documentation aligned with product vision.
 - **AI-Driven Optimization:** Utilized AI tools to streamline content creation and translation processes.
 - **Technical Proficiency:** Employed VS Code, Markdown, and Python to build and maintain the online help page.
 - **Ongoing Stakeholder Relations:** Established and maintained strong communication with internal teams and stakeholders to ensure continuous improvement of documentation practices.

- Managed translation projects with TPBOX, Studio, and Memsource, ensuring quality and timely delivery.
- Translated and proofread medical and technical documents, coordinating schedules and quality checks.
- Assisted with budget planning and resource management for efficient project execution.

Mission Possible

Cofounder and Public Relations Coordinator

Bteghrine, Lebanon

September 2020 - June 2021

- Participated in the establishment of the tutoring center, contributing to its formation, devising publicity strategies and campaigns, and effectively planning their execution. Handled public inquiries, addressing various queries from the community.
- Delivered speeches, conducted presentations, and provided private tutoring in Arabic, French, and English.

CERTIFICATIONS

Python for Data Science, AI & Development

Issuing Organization: IBM
Date Obtained: Oct 27, 2024

Introduction to Git and GitHub

Issuing Organization: Google
Date Obtained: Jul 8, 2024

Foundations: Data, Data, Everywhere

Issuing Organization: Google
Date Obtained: Apr 14, 2024

Foundations of Digital Marketing and E-commerce

Issuing Organization: Google
Date Obtained: May 15, 2024

Introduction to CRM with HubSpot

Issuing Organization: Coursera
Date Obtained: Feb 10, 2025

SKILLS

Technical Skills:

- **Documentation & Development:** VS Code, Markdown, Oxygen XML, DITA, Python
- **AI & Automation:** AI tools (Sora, Gamma, OpenAI, Napkin AI), GIT, SEO optimization
- **Translation & Localization:** Trados, Memsource, ApSIC Xbench
- **Collaboration & Communication:** Akuiteo, Trello, Slack, Microsoft Office

Languages: Arabic (mother tongue), French (professional level), English (professional level), Spanish (beginner level)