

# Mariam El Madhoun

## Experience

Business Development Junior Strategist, **Wakilni**

Jan 2024 – Present

- Supported the development of organizational long-term strategic plans across departments and functions
- Conducted market research and benchmarking analysis to identify market trends across products in e-commerce, sectors in regional markets and various clients bases
- Conducted customer-centered and benchmarking activities to develop insights on potential new clients and segments
- Analyzed quantitative and qualitative data and designed user experience surveys for data collection to understand clients' and operational needs
- Increased monthly client engagement by 30% through tailored surveys and focus group sessions for communicating concerns and setting mutual business goals
- Interpreted insights from data analysis to understand consumers' behavior, set business goals and craft client-tailored strategies in collaboration with the marketing team
- Gained 10 new clients through addressing 2 new client segments part of strategic growth partnerships
- Established and analyzed Key Performance Indicators (KPIs), Service Level Agreements (SLAs) and Objectives and Key Results (OKRs) related to business development
- Developed Excel standardized reporting templates for data monitoring, resulting in effective data collection and a 40% reduction in turnaround time
- Worked on business improvement and performance-enhanced plans as part of obtaining ISO 9001 Quality Management System certification in business development and customer experience leading to a 70% reduction in customer complaints
- Integrated innovative sustainable features and perspectives to the offered services part of the company's corporate social responsibility goals and eco-conscious strategy
- Implemented new and revisited business-oriented Standard Operating Procedures (SOPs) while integrating mutual business objectives and clients' performance goals
- Prepared and conducted business design trainings for client-facing teams (client partnership and customer success departments) introducing them to assessing, brainstorming and continuous improvement methods.

Business Design Intern, **Wakilni**

Sep 2023 – Dec 2023

- Worked on launching a B2C innovative e-mobility user-centered sales service by identifying customers' needs, potential local profitable growth and developing the new sales cycle.
- Developed the service's competitive pricing strategy based on its costs, potential profitability analysis and market demand
- Conducted User Experience (UX), financial model analysis, market information analysis and insights by determining different key metrics related to strategy and growth
- Crafted the service's marketing penetration strategy in collaboration with the marketing team

Teaching Assistant, **American University of Beirut, Faculty of Engineering and Architecture**

Sep 2023 – Dec 2023

- Prepared and facilitated design thinking learning sessions for first-year engineering students introducing them to the process and its implementation in engineering courses and projects

## Education & Qualifications

Bachelor's Degree, Chemical Engineering

**American University of Beirut**

Sep 2019 – Dec 2023

GPA: 3.45/4

## Participations

Candidate, University Innovation Fellows, **Stanford d.school**

Aug 2021 – Mar 2022

- Selected along with 3 teammates to represent AUB's faculty of engineering and architecture in the University Innovation Fellows (UIF) 6-weeks program based on leadership potential and academic success to conduct in-depth analyses of the campus ecosystems
- Conducted in-depth analyses of the campus' ecosystem, student-centered needs and available resources in collaboration with faculty members and administrative staff
- Worked on the brainstorming, prototyping and testing of projects and collaborations promoting entrepreneurship and innovation
- Named University Innovation Fellow for the 2022 cohort along with 242 candidates and attended the annual Silicon Valley Meetup (March 2022)

Summer School Candidate, **Ecole Polytechnique Federale de Lausanne (EPFL)**

May 2021 – Sep 2021

- Selected as one of 40 participants to work within a team of 4 in the design of a human-centered project, including an adequate business model, addressing the integration of renewable solar energy in Africa's refugees' camps, using photovoltaic grids

## Extra-curricular University Activities & Volunteering

Money Campaign Team-leader, **Lebanese Redcross, Youth Sector**

May 2022 – Jun 2022

- Led a team of 25 volunteers and the annual fundraising campaign during May 2022 by organizing and supervising shifts over different areas around the region of Ras-Beirut

Outreach Team-leader, **AUB Outlook- Students' Independent Newspaper**

Feb 2023 – May 2023

- Led a team of 4 and organized a series of on-campus events (fundraising, guest speakers panel, debate...) in collaboration with the operations team

## Skills

**Computer Skills:** Asana, Primavera, Python, Tableau, Power BI, VBA, Miro, Jira, Mural, Visio, MS Office

**Research Skills:** Information Analysis, Investigative Research, Data Collection, Knowledge Sharing, A/B Testing, UX, User Research, Business Design, Design Research

**Product Analytics Skills:** Product Launch, Product Road-mapping, Product Strategy

## Certifications

- McKinsey Forward Program (July 2024)

## Languages

Arabic (Native), English (Fluent), French (Fluent)