

Zeina Zebian

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Professional Summary

Results-driven **Business & Operations Manager** with a strong background in **scaling businesses, optimizing workflows, and driving strategic growth**. Increased student enrollment by 220% and event profitability by 300% through **business development, project management, and process automation**. Skilled in leveraging **digital tools** to enhance efficiency. Recognized for leadership in **high-impact projects, startup incubation, and cross-functional team management**.

Education

Saint Joseph UniversityBeirut, LB

BSc in Management Information Systems (MIS)June 2023

Relevant Coursework: Project Management, Marketing, Accounting, Social Media, Database Management, Web & Mobile Development, Networks & Cybersecurity.

Experience

Chouf, LB

Operations & Business Growth Manager | Taht Zaytouni Forest SchoolNovember 2022 – Present

- Increased student enrollment by 220% through strategic business and marketing initiatives.
- Optimized operational workflows, boosting efficiency by 55% through automation and process improvements.
- Designed scalable business models, budgeting systems, and resource allocation frameworks to drive sustainability.
- Led cross-functional teams, building partnerships and overseeing project execution for long-term growth.

Chouf, LB

Business Development Lead | Roots AdventureJanuary 2022 – September 2024

- Expanded event volume by 150% in the first year by optimizing business strategies and operational processes.
- Drove profitability up by 300% through revenue diversification and improved financial models.
- Led marketing, partnerships, and customer engagement, strengthening brand recognition and market positioning.

Beirut, LB

Development and QA Internship | Media&October 2022 – January 2023

- Developed interactive dashboards using Vue.js, improving company-wide data visualization.
- Conducted QA testing and resolved 20+ software issues, enhancing platform performance.
- Optimized mobile and web applications, ensuring seamless functionality and improved UX.

Beirut, LB

Ecommerce Sales Person Internship and Position | Beirut InJuly 2021 – January 2022

- Developed and managed an e-commerce platform, optimizing site functionality and driving sales.
- Implemented SEO and content marketing strategies, increasing online visibility.
- Provided customer support and UX improvements, enhancing user satisfaction.

Projects & Achievements

Wazifni – Final Year Project using Java, C#, Node, HTML, CSS, and JavaScriptMay 2023

Built a job-matching platform, presented at Resource Group Innovation Awards.

InternMatch – UX Project using FigmaMay 2022

Designed an internship matching platform, ranked top among projects.

Recommendation System – Machine Learning Project using PythonDecember 2021

Developed AI-driven recommendation systems for travel, movies, and e-commerce, achieving the highest project score.

Winner, Berytech REAF Incubation, & INJAZ Startup Competition (2023) – Recognized for business innovation & impact

Harvard (edX) Business & Leadership Courses (2022)

LAU Case Competition, INJAZ Innovation Camp (2022), INJAZ Mentorship Program (2024)

Skills & Expertise

**Business & Operations:** Growth Strategy, Business Development, Project Management, Process Optimization, Market Research.

**Technical:** Data Analytics, SQL, Java, Python, React, Vue, HTML, CSS, Figma, Microsoft Office.

**Soft Skills:** Leadership, Analytical Thinking, Problem-Solving, Communication, Adaptability, Teamwork.

**Languages:** Arabic (Fluent), English (Advanced), French (Intermediate).

**Interests:** Business growth, operations, technology, UX/UI, data analytics, yoga, nature, hiking, continuous learning.