

Samih Shehade

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SUMMARY

Detail-oriented Data Analyst with expertise in platform moderation, user engagement, and data analysis. Experienced in managing e-learning platforms and providing insights to optimize operations and enhance user experience. Skilled in Excel, Tableau, and analytics tools, with a proven track record of delivering actionable reports, improving strategies, and fostering stakeholder relationships. Passionate about leveraging data to solve problems and contribute to organizational success.

CORE COMPETENCIES

Data-driven Decision Making, User Behavior Analysis, Content Strategy Optimization, Report Development and Presentation, Stakeholder Communication, Process Improvement, Strategic Planning, Project Coordination, Client Relationship Management, Continuous Learning and Development.

PROFESSIONAL EXPERIENCE

Platform Moderator (Project-Based)

February 2023 – October 2024

American Near East Refugee Aid (ANERA)

Beirut, Lebanon

- Managed daily operations for Nahno's Volunteer platform, ensuring compliance with community guidelines and delivering smooth user experience, while addressing any technical issues.
- Analyzed platform over **10000 thousand** data profile to monitor user behavior, engagement trends, and content performance, providing actionable insights and detailed reports to stakeholders for improvement.
- Developed data-driven strategies to optimize platform moderation, enhance content policies, and increase user engagement, ensuring alignment with platform objectives and goals.
- Reviewed and moderated user-generated content, removing policy violations while ensuring a safe, respectful, and inclusive digital environment for all platform users.
- Responded to over **10000 user** inquiries and disputes, utilizing data insights to resolve issues promptly, and escalating critical cases to senior management when necessary.

Platform and Content Manager

October 2022 – February 2023

Riyada Social Innovation

Beirut, Lebanon

- Managed daily operations of Shabab Lab, ensuring smooth functionality and accurate content for over **2,000** youth users of diverse ages and school levels.
- Handled over **4000** via multiple communication channels including email, WhatsApp, HubSpot, and live chat, ensuring timely, clear, and helpful responses to user concerns.
- Coordinated with web developers to report technical issues and suggest new platform features based on user feedback and evolving needs.
- Managed over **6000** user access levels and ensured proper data entry for opportunities, courses, and user registrations on the platform, maintaining an organized database.

Monitoring and Evaluation (M&E) Officer
Alawite Islamic Charity Association (AICA)

March 2020 – July 2022
Tripoli, Lebanon

- Developed a scoring system using KOBO Toolbox and created questionnaires using Google Forms and other applications, streamlining data collection for project evaluation.
- Collected, filtered, and analyzed data from beneficiaries, supporting project evaluation and reporting processes to meet donor requirements and ensure accuracy.
- Monitored project indicators and ensured alignment with donor guidelines for MEAL activities, providing regular updates and insights to project managers.

Field Officer (Project-Based)
Sphere Building Tomorrow

October 2019 – March 2020
Tripoli, Lebanon

- Coordinated with SBT-AOU members to implement the Full of Life Project, ensuring smooth execution of activities and proper coordination between stakeholders.
- Participated in evaluating the project's impact, providing insights and recommendations for future improvements and long-term sustainability.

TRAINING AND CERTIFICATE

Excel for Data Analytics New Horizon	August 2025
Excel for Data Analytics Analyst Builder	March 2025
FIELD Introduction to MEAL World Vision	June 2023
Technical Support Fundamentals Google	April 2020
Microsoft Office Specialist: Word Microsoft	July 2019

EDUCATION

Bachelor of Business Administration in Management Information Systems Lebanese International University (LIU)	July 2022 Beirut, Lebanon
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VOLUNTEERING

- **Ruwwad Al Tanmeya:** **Sep2016-July 2021**
 - Supported over **3000** of calling beneficiaries and field to outreach activities with coordinating under the project manager plans.
 - Assisted in project management tasks, and volunteered for 5 years as a scholarship interviewer for the community between Jabal Mohsen and Bab El Tebeneh, contributing to community development.
- **Lebanese Red Cross 501 :** **June2017-Dec 2017**
 - Served as a member of the emergency medical team for 6 months, assisting in providing critical medical support during emergencies and ensuring timely response to care needs.

Skills

Technical Skills: Data Analysis, Excel, Tableau, Microsoft Office Suite, Python (in progress), Activity Info, KOBO Toolbox, Content Management, Platform Moderation, User Engagement, Data Visualization, Report Generation, Analytics Tools, Web analytics.

Soft Skills: Problem Solving, Teamwork, Communication, Active Listening, Time Management, Adaptability, Attention to Detail, Organizational Skills, Leadership, Decision Making, Emotional Intelligence.

Languages: **Arabic** (native), **English** (proficient).