MALAK SHAMI

Management Information Systems Graduate/business

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SUMMARY

Ambitious and detail-oriented Management Information Systems graduate with a strong background in marketing, computer science, and business strategy. Skilled in analyzing data, optimizing digital performance, and developing creative solutions that align technology with business objectives. Passionate about combining marketing insight with technical expertise to enhance brand impact, improve processes, and drive measurable results.

SKILLS

- **Marketing & Business:** Market segmentation, consumer behavior analysis, campaign planning, brand strategy, and promotional management.
- **Programming & Technical:** C, C++, HTML, CSS, JavaScript, SQL, object-oriented programming, data structures, database systems, web development, and system analysis & design.
- **Data & Analytical:** Excel, SPSS, Google Analytics, statistics, operations research, and data visualization.
- **Soft Skills:** Analytical thinking, creativity, adaptability, teamwork, attention to detail, problem-solving, and time management.

RELEVANT COURSES

1. **Marketing & Business:**
- Principles of Marketing — Market segmentation and promotional strategy
- Marketing Management — Campaign planning and market research
- Consumer Behavior — Buying behavior and psychological influences
- Research Techniques & Methodology — Data collection and evaluation methods

2. **Computer Science & Information Systems:**
- Object-Oriented Programming — Modular and efficient system design
- Database Systems — SQL development and data management
- Web Development — HTML, CSS, and JavaScript for digital solutions
- System Analysis & Design — Process documentation and optimization

EDUCATION

- **Bachelor of Science in Management Information Systems (MIS)**
- Lebanese University *2022-2025*
- **GPA:** 3.9 / 4.0

LANGUAGES

- Arabic — Native
- English — Fluent