

MARC BOU SALEH

Management Information Systems Professional

CONTACT INFORMATION

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- **Portfolio:** <https://mbousaleh.dreamhosters.com/>
- **Location:** Lebanon

PROFESSIONAL SUMMARY

Experienced Management Information Systems professional with strong expertise in data analysis, business intelligence, and operational excellence. Proven track record in transforming raw data into actionable insights using advanced visualization tools including Tableau, Power BI, and Looker Studio. Demonstrated expertise in media operations, campaign management, and cross-functional team coordination. Committed to continuous learning and driving organizational success through innovative information systems solutions.

PROFESSIONAL EXPERIENCE

Operations Specialist

GroupM

Achrafieh, Lebanon

July 2025 - Present

Key Responsibilities: - Extracted and integrated customer data using Visual Dolphin platform, managing Account, Purchase Order, and Asset data efficiently - Prepared and amended media schedules, implementing corrections and ensuring accurate media booking orders - Coordinated with accounts and media suppliers to manage media schedules, client rates, and booking software updates - Monitored campaign performance and ensured timely airing of spots in collaboration with planning team - Controlled budget allocation and reported monthly expenditures to planning team and Business Director - Utilized platforms such as TikTok Ads Manager and Google Ads to extract campaign spend data for accurate invoicing, reconciliation, and financial reporting

Data Analyst

Initiative MCN

Achrafieh, Lebanon

August 2022 - July 2025

Key Achievements: - Leveraged Tableau, Looker Studio, and Power BI to transform complex media data into intuitive visualizations and interactive dashboards - Created comprehensive dynamic dashboards tracking critical metrics including campaign reach, spot airing accuracy, media supplier performance, and budget utilization - Designed and maintained monthly performance dashboards utilized by planning and strategy teams for media plan optimization - Significantly improved decision-making processes through advanced data visualization techniques

Executive Operations Specialist

Initiative MCN

Achrafieh, Lebanon

August 2022 - July 2025

Core Responsibilities: - Utilized Visual Dolphin platform for data integration, managing customer accounts, purchase orders, and asset information - Prepared and amended media schedules, generated booking orders, and coordinated with account teams - Monitored booked spots and collaborated with planning teams for comprehensive campaign performance monitoring - Maintained strict budget oversight and delivered monthly reports to planning teams and Business Director

Chain Supplier

Country Lodge

Bsalim, Lebanon

February 2019 - August 2019

- Managed cashier operations and customer transactions
- Maintained inventory supply for retail counter operations
- Processed customer sales and ensured accurate invoice calculations

TECHNICAL SKILLS

Programming and Development: Python, R Programming, C#, SQL, C++, WordPress

Financial and Business Applications: Microsoft Excel (Advanced), Visual Dolphin, Odoo, Financial Modeling

Database Management: MySQL, Oracle SQL Developer, Big Query SQL

Data Visualization: Tableau, Power BI, Looker Studio

EDUCATION

Bachelor of Management Information Systems

American University of Science and Technology (AUST)

Achrafieh, Lebanon

October 2018 - July 2022

GPA: 3.23

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

- 2025: Data Analysis and Visualization with Power BI Certificate - Google, Coursera
- 2025: Share Data Through the Art of Visualization- Google, Coursera
- 2025: Data Analytics Course with Generative AI - Simplilearn, Coursera
- 2025: Foundations: Data, Data, Everywhere - Google, Coursera
- 2025: Ask Questions to Make Data-Driven Decisions - Google, Coursera
- 2022: Google Ads Certificate - MCN, Achrafieh, Lebanon
- 2022: Snapchat Advertising Certificate - MCN, Achrafieh, Lebanon
- 2018: Microsoft Office Specialist Certification - AUST

LANGUAGE PROFICIENCIES

- **English:** Native/Bilingual
- **Arabic:** Native/Bilingual
- **French:** Intermediate

PERSONAL INTERESTS

- **Health and Wellness:** Fitness and continuous self-improvement
- **Gaming and Strategy:** Dungeons and Dragons, board games
- **Technology and Entertainment:** Video game development, anime, TV shows, movies
- **Music:** Guitar playing and music appreciation