

# Diaa Fayyad

Business Analyst Intern | Sales & Customer Experience Professional  
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## Professional Summary

Business Analyst Intern and results-driven sales professional with experience in consultative sales, customer relationship management, and data-driven problem solving. Proven ability to generate high sales volumes, improve customer retention, and support operational efficiency. Strong research, analytical, and communication skills focused on delivering strategic insights that promote business growth and operational excellence.

## Education

**Bachelor of Business Information Systems (BIS)**  
Modern University for Business and Science (MUBS)  
Fall 2023 – Present  
Student Council President (2025 – 2026)

## Professional Experience

### Business Analyst Intern

- Supported data-driven decision making through business analysis and reporting.
- Assisted in process improvement, requirements gathering, and stakeholder collaboration.
- Utilized CRM systems and analytical tools to evaluate operational performance.

### Sales Representative – Beirut Airport (LBACC) | May 2022 – Jun 2023

- Generated over \$100,000 in monthly sales through consultative selling.
- Assisted 120+ customers daily with a 97% satisfaction rate.
- Increased average cart value by 61% through effective product presentation.
- Improved sales of underperforming products by three times.

### Customer Service Representative – Catering Industry | 2019 – 2020

- Managed guest services for large-scale events with up to 500 guests.
- Maintained satisfaction ratings above 98% through effective communication.

## Core Competencies

- Business & Data Analysis
- Strong Research and Analytical Skills
- Process Improvement & Requirements Gathering
- CRM Systems & Stakeholder Engagement
- Consultative Selling & Customer Experience Optimization

- Excellent Communication & Interpersonal Abilities
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Critical Thinking & Problem Solving
- Self-Motivated with Proactive, Results-Oriented Approach

## **Languages**

English (C2) | Arabic (C2)

## **Volunteer Experience**

### **Lebanese House for the Environment (LHEE)**

- Supported environmental awareness and ethical education initiatives.
- Collaborated with social activists on youth development and community engagement projects.