

Bayan Itani

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Professional Experience

- KamKalima Ltd.** **10/2020 - Present**
Customer Experience Manager **07/2024 - Present**
- Designing onboarding programs in two languages for 100+ schools across 13 EMEA countries.
 - Maintaining customer relationships with 500+ teacher & admin users annually.
 - Fully handling and setting up Service Hub's customer experience integration.
 - Writing UI content mainly in Arabic for different user experiences.
 - Establishing growth projects including referral programs and Whatsapp channel.
- Creative Engagement Specialist **10/2021 - 06/2024**
- Established students and teachers advisory boards.
 - Managed Kamkalima's social media and blog.
 - Started the annual digital reading challenge program.
 - Delivered a workshop entitled "Escape the classroom: Fostering Critical Thinking Skills Through Online Web Quests" in the World Innovation Summit for Education (WISE).
 - Managed Kamkalima's first ever online course project in collaboration with Aanaab platform, on "Differentiated Learning for Arabic Language Teachers".
 - Handled the online teacher skills professional development program for 2 consecutive years with organically outreaching to 2300 attendees.
- Customer Success Officer **10/2020 - 09/2021**
- Proactively managed around 35 business accounts [around 10,000 users].
 - Led on Kamkalima's first Arabic language conference.
 - Produced 25+ video tutorials on product usage.
 - Planned for Kamkalima's first Quicksight dashboard on insights and analytics on product usage and trends.
- Caisse Nationale de Sécurité Sociale** **01/2019 - 09/2020**
Administrative & Communication Officer
- Supported the drafting and preparation of 4 company annual reports.
 - Served as the communication focal point for the EU Project, 'Reinforcement of the National Social Security Fund'.
 - Managed the social media pages of CNS (Facebook, Twitter).
- The Arab Thought Foundation** **01/2018 - 12/2018**
Projects Officer **05/2018 - 12/2018**
- Developed a reference handbook for all FIKR conferences and company's events.
 - Issued final evaluation report of FIKR16 conference.
- Conferences Officer **01/2018 - 04/2018**
- Coordinated with 50+ speakers on participation logistics and speech content.
 - Handled on-site coordination and support for speakers and attendees.
- American Near East Refugee Aid (ANERA)** **08/2016 - 12/2017**
Communication Officer
- Managed all country level communication activities for education, lifeskills, sports, health, and environmental programs, including: photography, videography, social media presence, design, and reporting.
- Caisse Nationale de Sécurité Sociale** **12/2015 - 07/2016**
Administrative Officer
- Supported the proofreading, translation, and finalization of official reports and annual reports.

Mercy Corps

	01/2014 - 06/2014
Monitoring, Evaluation, and Learning Officer	03/2014 - 06/2014
➤ Handled country level data analysis on protection with selection of vulnerable cases for further referral to UNHCR.	
Database Officer	01/2014 - 02/2014
➤ Handled all surveys to feed in one of the first comprehensive municipal guides with strategies for dealing with the Syrian refugee crisis	

Education

American University of Beirut 09/2011- 02/2015
Masters of Arts in Sociology, GPA: 91.83/100

Lebanese American University 09/2006- 06/2009
Bachelors of Arts in Communication Arts, GPA: 3.98/4

Skills

Languages: Arabic (native), English (C1), French (A2)

Technical Skills: CRM Tools (HubSpot, Freshworks), Office Suites (Word, PowerPoint, Excel, Outlook), Google Workspace (Gmail, Docs, Slides, Sheets, Forms), Collaboration Tools (Zoom, Slack, Jira), Design & Creative Tools (Canva, Adobe Creative Suite - Photoshop, Audition, InDesign), Marketing Tools (Mailchimp, Hootsuite, Squarespace)

Soft Skills: Problem-solving, adaptability, creativity, leadership, emotional intelligence, conflict resolution, critical thinking, collaboration, multitasking, resourcefulness, organization, interpersonal skills, empathy, initiative, negotiation, teamwork, communication, decision-making, human-centric approach, attention to detail, time management.

Trainings & Workshops

Attended 20+ professional courses & training workshops, including: Foundations of Project Management, Project execution, Delivering Quality Work with Agility, Communication for Development, Photography Workshop, Covering Cross-Border Issues, Use of Digital Tools in the Public Service & Storytelling to Influence.

Additional Thoughts

- Freelance experience in writing, copywriting, research, and translation with prestigious institutions, including: University College London, University of Calgary, and Union of Relief Development Associations.
- Published children's author for several stories in Arabic with publishers including: Al Futtaim Education Foundation, Kshms, and Kamkalima.
- TEDxLAU speaker.
- Passionate about music with academic background in oriental singing courses.