

# Marwa Chehab

marwa.chehab92@gmail.com | +961 71 157 683 | [linkedin.com/in/chehabmarwa](https://www.linkedin.com/in/chehabmarwa)

AI Product Manager building LLM-powered SaaS products that generate structured insights and support data-driven decision-making. My experience spans AI, EdTech, e-commerce, mobile products, and retention platforms. Proven record of leading products from discovery to launch, optimizing AI reliability, and driving measurable growth.

## Experience

### BuzzGage

#### AI Product Lead

Aug 2024 - Present

Beirut, Lebanon

- Lead development of an AI-powered platform that generates structured insights and recommendations to improve school decision-making.
- Designed LLM prompt architecture with role separation, guardrails, and injection-resistant patterns for reliable outputs.
- Implemented rubric-based evaluation frameworks and regression testing workflows to maintain AI output quality.
- Optimized latency and token usage while maintaining structured output reliability.
- Owned end-to-end quality validation across the full product features, user flows, AI outputs, and data accuracy ensuring everything met the bar before shipping

### Yine Bekleriz

#### Senior Product Manager

Jan 2024 - May 2024

Istanbul, Turkey

- Owned product strategy and roadmap for a loyalty and gamification SaaS platform focused on customer retention.
- Led gamification redesign that increased daily active users by 20%.
- Delivered subscription and fintech integrations to streamline transactions and expand product capabilities.
- Executed Functional and Exploratory Testing for all new features to validate product quality and functionality.

### Product Manager

Jan 2022 - Jan 2024

Istanbul, Turkey

- Led discovery, UX design, user testing, and cross-functional execution from concept to launch.
- Built and launched gamified product experiences designed to improve onboarding and retention.
- Partnered with engineering to support data-informed product iteration.

### NUMO Ventures

#### Content Strategy Lead

Sep 2020 - Aug 2022

Jeddah, Saudi Arabia

- Directed product-aligned content strategy during platform transition.
- Developed data-driven messaging tied to launches and in-app campaigns.

### baqala - Online Groceries

#### Content Product Manager

Feb 2018 - Aug 2020

Beirut Governorate, Lebanon

- Increased sales by 15% through improved product content and UX.
- Onboarded four major grocery partners, expanding catalog reach.

### Digital Content Specialist

Mar 2016 - Feb 2018

Beirut Governorate, Lebanon

- Managed large-scale bilingual product content across the platform.
- Improved catalog quality and content accuracy to support a better customer experience.

### Careem

#### Associate Product Manager

Jul 2017 - Feb 2018

Beirut Governorate, Lebanon

- Analyzed behavioral and geographic data to inform product positioning and improvements.

## Projects

### The PM Shortcut

A weekly newsletter translating product podcasts and articles into practical frameworks for product managers.

## Skills

### Product & AI

- AI Product Management
- Product Discovery
- Product Strategy
- LLM Applications
- Prompt Engineering
- AI Reliability & Guardrails
- Stakeholder Management
- Analytics & Experimentation
- Agile Development
- SaaS Platforms

### Design & User Experience (UX)

- UI/UX Design
- Mobile-First Design
- Interactive Prototyping
- Wire-framing
- Design Systems
- User Research

### Tools

- FlutterFlow
- Figma
- Canva

### Languages

- Arabic – Native
- English – Professional

## Training and Certificates

- UIUX Design Certification
- Scrum Master Certification
- Certified Product Manager

## Education

Bachelor of Arts in Fashion Design - AUST