

May Falha

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Economics graduate with experience in business operations, client-facing roles, and data-driven research. Skilled in translating business needs into actionable insights, conducting user and market research, and supporting cross-functional collaboration. Proven ability to manage multiple stakeholders, work independently, and deliver structured insights in fast-paced environments.

RELEVANT WORK EXPERIENCE

- 07/2025- Present Junior Account Executive, MERICS SAL, Beirut.**
- Coordinated with CEOs and corporate partners, delivering tailored solutions that strengthened sales and client alignment.
 - Managed 30+ corporate and personal accounts, improving client retention by 50%.
 - Provided on-site support during product launches, assisting client teams and addressing customer questions to ensure a seamless experience.
 - Created marketing and presentation materials, including client decks, event visuals, and digital assets, enhancing brand impact.
 - Leveraged CRM systems, Excel, Tableau, and other tools to maintain organized databases and drive data-informed decisions.
- 01/2025- 03/2025 Business & Operations Intern, Oreyeon LDA, Coimbra.**
- Developed and implemented custom data processing modules to transform raw test results into structured datasets using Google Sheets and Excel.
 - Led client meetings across the GCC region, pitching AI-driven solutions and tailoring presentations to diverse corporate needs.
 - Represented the company at accelerator programs such as TASMU, building strategic relationships and expanding business opportunities.
 - Assisted quality assurance testing for aviation software/hardware prototypes, identifying bugs and performance issues, and producing structured test reports to inform the engineering team's iterations
 - Designed visual marketing materials including brochures, banners, pitch deck assets, and social media posts, aligning all content with our brand identity and messaging
- 05/2023- 11/2023 Research & Data Assistant, University Saint Joseph of Beirut.**
- Processed and analyzed large volumes of qualitative and quantitative data related to economic challenges in Lebanon and the MENA region
 - Contributed analytical insights to support research on economic and political topics
 - Transcribed and synthesized hours of expert interviews into structured reports under tight deadlines
 - Managed and structured datasets of 1000+ survey responses using Excel to support academic research and reporting
- 07/2022- 08/2022 Social Media Marketing Manager, Des Choux et Des Idees**
- Managed social media presence and content on platforms such as Instagram and Facebook
 - Created a brand-new catalog of creative content and increased the engagement based on a defined theme to fit the brand
 - Increased organically the social media interactions by 20% through strategic online interactions and compelling content aiming to attract visibility

EDUCATIONAL BACKGROUND

- 09/2021 – 05/2024

Bachelor’s Degree in Science in Economics (B.Sc.), Saint Joseph University of Beirut

 - Completed advanced finance courses and econometrics with hands-on experience through the BLOMINVEST Trading Competition.
 - Elected Academic Delegate of my Cohort and Board Member of the Economist Consulting Club.
 - Member of the Model Youth Parliament for 2 consecutive years, gaining hands-on experience in diplomacy, structured dialogue, and drafting economical and political policy proposals.
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- 09/2006 – 06/2021

French Baccalaureate, Grand Lycee Franco Libanais

 - Graduated with distinctions, specializing in Physics & Chemistry and English Literature

PROFESSIONAL PROJECTS

- 01/2025

User Centered Research for AI-Driven Aviation Safety Solutions, Oreyeon LDA.

 - Conducted targeted outreach and interviews with aviation professionals to understand operational challenges and user needs
 - Gathered and analyzed qualitative data to identify patterns in daily workflows and pain points
 - Translated user insights into actionable recommendations to support product development and system improvement
- 2023-2024

Market Research and Economical Analysis – Women Entrepreneurs in Lebanon, USJ.

 - Conducted qualitative and quantitative research on women business owners, analyzing economic challenges, financial access, and market barriers
 - Synthesized findings into structured insights to support academic evaluation and business understanding
 - Presented key trends and recommendations based on real-world data

Core Competencies

Languages: English (Native), French (Native), Arabic (Professional Proficiency), Spanish (Beginner), Italian (Beginner)
Tools and Platforms: MS-Office (Visio, Excel, Word, PowerPoint), Power BI, Canva, Tableau, Slack, Notion, SQL (basic), Gretl
Business Analytical: Data Analysis, Market and user research, Problem-Solving,