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Marwa Chehab

SUMMARY

Product manager with hands-on experience taking AI features from requirements to launch. Work includes LLM integration, prompt design, data modeling, and output quality testing. Background spans SaaS, e-commerce, and loyalty platforms.

EXPERIENCE

AI Product Manager

BuzzGage

August 2024 - PRESENT

- Led product development for AI-powered software that helps schools understand student well-being, engagement, and overall experience.
- Managed the product lifecycle from identifying problems to launching features across dashboards and reports.
- Translated user feedback into clear product requirements, user stories, and acceptance criteria.
- Worked with engineering to define data models and data structures that support accurate reporting, clear dashboards, and reliable AI-generated insights.
- Designed admin dashboards, insight pages, reporting flows, and user journeys for school leaders.
- Improved dashboard usability and report clarity by turning user feedback into product enhancements.

Product Manager

Yine Bekleriz

January 2022 - May 2024

- Led the gamification redesign, including the badge system logic and user experience, which increased daily active users by 20% within 5 months of launch.
- Defined requirements, designed subscription plans, and supported testing for fintech and subscription integrations.
- Managed the product roadmap and backlog, coordinated with the engineers on feature prioritization, and ran regular product meetings to align on delivery.
- Created wireframes and ran usability testing to improve onboarding and engagement flows.
- Contributed to the internal and user dashboards, including defining key metrics and designing the UI to track product and user activity.

Content Strategy Lead

Numo Ventures

September 2020 - August 2022

- Led content strategy and execution during the platform transition, including the Ramadan campaign.
- Managed a team of 5 to execute content operations and populate the platform with product data.

- Developed data-driven push-notification messaging tied to product launches and in-app campaigns.
- Analyzed performance metrics to optimize campaigns and improve engagement.

Content and Product Specialist

Baqala – Online Supermarket

March 2016 – Aug 2020

- Managed and optimized product content for over 2,000 SKUs across Arabic and English platforms.
- Improved product catalog UX and content structure across a bilingual e-commerce platform.
- Supported the onboarding of new grocery partners and coordinated on go-to-market initiatives.
- Contributed to two product features, Swipe Dat and weekly event baskets, by curating product selections and providing input on the user experience.

Associate Product Manager Intern

Careem

July 2017 – February 2018

PROJECTS

The PM Shortcut: A weekly newsletter distilling product podcasts and articles into practical frameworks for product managers.

SKILLS

- AI Product Management
- Prompt Engineering
- LLM Output Evaluation
- Requirements Definition
- SaaS Platforms
- Mobile-First Design
- Data Modeling
- Figma
- FlutterFlow

EDUCATION

Bachelor of Arts in Fashion Design

American University of Science and Technology

CERTIFICATIONS

Certified Product Manager (CPM)

University of Maryland x EdX

Issued Apr 2022

Scrum Master Certification

Coursera

Issued Jun 2023

UI/UX Designer

SE Factory

Issued May 2024