

CARLA SLEIMAN

Beirut, Lebanon • +961 76 323 690 • carla.sleiman1@net.usj.edu.lb • LinkedIn: Carla Sleiman

CAREER SUMMARY

Trilingual Mathematics graduate from Saint Joseph University of Beirut, transitioning into Data Science. Skilled at transforming mathematical concepts into practical solutions with strong programming, analytical, and communication abilities. Committed to continuous learning and applying data-driven insights to real-world challenges.

EDUCATION

Master's Degree, Data Science — Saint Joseph University of Beirut | 2024 – 2026

BSc, Mathematics — Saint Joseph University of Beirut | 2021 – 2024

PROFESSIONAL EXPERIENCE

Junior Data Scientist – Visual Merchandising & Space Optimization | **Kataya Group** | February – April 2026

- Built and maintained capacity modeling datasets defining maximum inventory per fixture to prevent overstocking.
- Developed logic-based planograms dictating data-driven store layouts based on physical store dimensions and merchandise volume.
- Applied predictive space planning using historical sales and inventory data to forecast category space needs and adjust store maps.
- Performed data audits on store layouts to validate physical-digital alignment and identify merchandising bottlenecks.
- Used A/B testing logic to evaluate layout changes and product mix adjustments for higher sales and faster inventory turnover.

Data Scientist | **Online Reach** | March – July 2025

- Created and managed Google Ads campaigns, including keyword research, targeting, and performance optimization.
- Built and maintained interactive dashboards and reports using Excel and data analytics tools.
- Developed websites using AI-powered tools to improve workflow efficiency and user experience.
- Extracted actionable insights from raw datasets to support digital strategy and engagement improvements.
- Conducted A/B testing to evaluate campaign effectiveness and guide content or design choices.

Private Tutor | **Self-Employed** | 2022 – Present

- Helped students understand core mathematical concepts and developed personalized study guides.
- Built meaningful connections with students from diverse academic backgrounds.

SKILLS

Technical: Python, MATLAB, C++, VBA, SQL, Excel (Pivot Tables, VLOOKUP/XLOOKUP), Machine Learning, Data Analysis, Dashboard Design (Tableau/Power BI)

Soft Skills: Trilingual (Arabic, English, French) • Analytical Thinking • Team Collaboration • Attention to Detail • Leadership • Communication

VOLUNTEER WORK

Lebanese Red Cross – Volunteer | October 2025 – Present

- Active participation in community health programs and humanitarian activities.

Lebanese Red Cross & UNICEF Training | July – Sept 2024

- Completed self-awareness, interpersonal skills, and proactive leadership modules.

Summer Camp Monitor – Bourj el Moulouk, Marjeyoun | 2017 – 2019

- Supervised children aged 4–7; volunteered as a math tutor for underprivileged students.

CERTIFICATIONS & SCHOLARSHIPS

- Magic of Networking Workshop — Beirut Digital District, 2024
- Life Scholarship Certificate — Lebanese International Finance Executives, 2024
- Alexis & Anne Marie Habib Scholarship | Philip Jabre Scholarship | Life Scholarship — 2022–2024