

Elissa Malaeb

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Profile:

Analytical and detail-oriented **Management Information Systems (MIS) student** at Beirut Arab University. Proven experience in bridging the gap between business needs and technical execution through **Product Analytics**, **System Analysis**, and **Full-Stack Development**. Expert in documenting **Software Requirement Specifications (SRS)** and designing complex system architectures to drive data-backed business decisions.

Education:

Beirut Arab University | Bachelor of Science in Management Information System

- **Expected Graduation date:** May 2027
 - **Status:** Final stage of degree completion with core coursework finalized
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Work Experience:

Aralects | Product Analyst Intern

May 2025 - August 2025

- Utilized **PostHog** and **Google Tag Manager (GTM)** to translate raw user data into actionable business insights and optimized user journeys.
 - Designed and built **KPI-focused dashboards** to visualize application performance and support executive decision-making.
 - Identified friction points in the user experience by analyzing **behavioral funnels**, leading to data-driven optimization strategies.
 - Segmented user bases into **cohorts** to analyze behavioral trends and improve product-market fit.
 - Optimized user feedback loops by designing and deploying strategic popup surveys.
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Hard skills:

Business Analysis & Documentation: Software Requirement Specifications (SRS), Feasibility Studies, Functional & Non-Functional Requirements, Use Case Modeling.

Analytical Tools & Methods: Data Visualization, Web Analytics Dashboards (PostHog, Google Analytics, Google Tag Manager), User Behavior Funnels, Cohort Analysis, A/B Testing Methodologies, KPIs & Metrics Tracking.

System & Database Design: Relational Database Design (ERDs), Data Flow Diagrams (DFDs), MySQL, SQL Server, CRUD Operations.

Web & Software Development: PHP, Node.js, Express.js, JavaScript (Vanilla), HTML5, CSS, Java, SEO Principles.

Project Management & Design: Agile/Scrum Methodologies, SDLC, Microsoft Project (Gantt Charts), UI/UX Prototyping (Visily, Lucidchart).

Productivity: Microsoft Office Suite (Excel, PowerPoint, Word, Project).

Soft Skills:

Analytical Thinking | Effective Communication | Stakeholder Management | Detail-Oriented | Adaptability | Collaborative Problem Solving | Organization & Planning | Time management

Languages:

English: Fluent | **Arabic:** Native speaker | **French:** Fair

Projects:

United Charity System | Senior Research Project

Project Goal: Developed a centralized marketplace to optimize aid distribution and reduce resource waste in Lebanon.

- **Requirement Engineering:** Identified 6 critical community problems through market research and authored a comprehensive **Software Requirement Specification (SRS)** document, defining all **functional and non-functional requirements**.
- **System Modeling:** Designed complex system architectures using **Data Flow Diagrams (DFDs)**, **Entity-Relationship Diagrams (ERDs)**, and **Use Case Diagrams**.
- Engineered a **MySQL database schema** to manage multi-actor data including user profiles and real-time resource inventory
- **Strategic Planning:** Conducted a multi-dimensional **Feasibility Study** (technical, financial, operational, and economic) to ensure long-term project viability.
- Developed a **User Interface (UI) prototype** using Visily, focusing on minimalism and intuitive user flow.
- **Agile Management:** Led project execution using **Agile SDLC**, managing timelines and resource allocation via **Microsoft Project** and Gantt charts.

E-School Student Management System | Information System Analysis and Design

Project Goal: Re-engineered legacy paper-based administrative workflows into a centralized digital platform to improve operational efficiency.

- **Stakeholder Management:** Conducted **requirement gathering** through mock interviews and digital surveys with administrators and teachers to prioritize high-value system features.
- **Architecture Design:** Developed core business analysis artifacts, including **Use Case Diagrams** to define user interactions, **Entity-Relationship Diagrams (ERD)** for database architecture, and **Data Flow Diagrams (DFDs)** to map information movement.
- **Risk Mitigation:** Established proactive mitigation strategies and resource buffering to ensure project stability across a 105-day implementation plan.

Website Analyzer | Web Analysis

Project Goal: The objective was to create an automated tool that extracts and analyzes metadata and structural elements from any live URL, providing users with both quantitative metrics and visual data representations to evaluate webpage SEO and performance.

- Engineered a full-stack application using **Node.js** and **Express.js** to handle asynchronous **data scraping** and server-side logic for real-time website analysis.
- Developed a responsive frontend using **HTML**, **CSS**, and **Vanilla JavaScript** that allows users to input URLs and interact with an automated analysis dashboard.
- Programmed logic to extract and display critical metadata, including title tags, meta descriptions, and header structures, assisting in **SEO** auditing.
- Designed a dual-output dashboard that translates complex technical data into a **numerical and visual results** interface, improving data readability for non-technical users.
- Implemented **Vanilla JavaScript** functions to parse and calculate on-page metrics, such as word counts and link density, directly from the extracted source code.
- Leveraged **Express.js** to manage API routes, ensuring smooth communication between the frontend interface and the backend data extraction engine.

Brownie Point | Web Application Design and Implementation

Project Goal: Designed a full-stack solution for a bakery to automate digital ordering and provide real-time inventory management.

- **Administrative Design:** Developed a custom **CRUD dashboard** using **PHP** and **SQL**, enabling non-technical staff to manage product catalogs and pricing seamlessly.
- Engineered a dynamic e-commerce platform using **HTML**, **CSS**, and **JavaScript** to support multi-role user access, specifically tailoring the experience for both guest shoppers and site administrators.