

Marwa Abed Ali

Operations Manager and Project Coordinator

Operations Manager and Project Coordinator, Strategic Operations & Project Leader with expertise in driving growth, optimizing processes, and leading cross-functional teams. Skilled in project management, KPI development, stakeholder engagement, and technology-driven solutions, with a track record of launching digital platforms, building partnerships, and delivering measurable operational impact.



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Beirut



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SKILLS

Project Management and budget development

Data Visualization

Interviewing and training

Incidental and Conflict Management

Facility improvement

Desktop publishing software

LANGUAGES

Arabic
Native or Bilingual Proficiency

English
Full Professional Proficiency

CERTIFICATES

Psychoanalysis - Level 1 and 2 (2024)

Mindfulness in education (2025)

Google UX/UI design Thinking trainer (2019)

Customer Support Trainer (2018)

Colloquium (2017)

Project Management (2017)

WORK EXPERIENCE

Operations Manager and Project Coordinator Matic

03/2022 - 11/2025

Achievements/Tasks

- **Built strong relationships** with clients and teams to understand business objectives, mirroring the focus on brand alignment with business goals in the job description.
- **Managed offshore teams, mentored** 150 individuals, and implemented **training programs** for customer care and communication skills, demonstrating potential for influencer management and team leadership.
- **Oversaw Operations and Quality functions**, supervising the **Customer Relationship team** to maintain high service standards.
- **Enforced standardized reporting and KPIs** to enhance project execution and monitor brand performance metrics.
- Created 50 message templates to streamline sales and customer care communications.
- **Conducted gap analysis** to identify customizations for client requirements, echoing market research for brand positioning.
- **Increased efficiency** by acting as liaison between 30+ agents, 2 KAOs, and 6 departments to streamline requests and fulfillments.

Contact : Amin Al Machlah - Head of Operations - +971 50 879 6753

Operations Manager Jaleesa (Child Care Services)

08/2018 - 04/2020

Beirut, Lebanon

Achievements/Tasks

- Established **recruitment** targets through digital and in-person outreach.
- Collaborated cross-functionally with the tech team to launch two mobile apps, resolve platform bottlenecks, and deliver ongoing product enhancements.
- **Handled payroll** process up to 100 freelancers and cashbox up to \$10,000, highlighting financial acumen.
- **Developed and executed growth strategies**, expanded supply channels, and orchestrated partnerships with 10+ hotels and NGOs to strengthen brand presence and influencer engagement.
- **Drove an 80% improvement in platform performance** by optimizing systems and processes, maximizing ROI.
- **Generated surveys** to gather customer feedback and inform the addition of new services, highlighting commitment to customer experience improvement.
- **Directed an Operations Officer and Customer Support team**, strengthening team performance and effectiveness.

Contact : Angela Solomon - Chief Executive Officer, +31 6 84282796

VOLUNTEER EXPERIENCE

One Hand One Heart Charity - Community Social Worker

Carried out interviews & needs assessments for individuals needing financial and medical assistance, coordinated with relevant departments for case assessment and prioritization, and delivered cash donations to those in need.

Banin Charity Association - Community Social Worker

Assisted in organizing and executing community events, managed volunteer coordination, and provided support for fundraising initiatives.

EDUCATION

Biomedical Sciences Lebanese International University

10/2013 - 08/2016