



# MALAK DICHARI

LIEGE - BELGIUM  
06-09-1998

## CONTACT

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## SOCIAL

<https://www.linkedin.com/in/malak-dichari/>

## LANGUAGES

English (fluent), French (fluent),  
Arabic (native language),  
Dutch (in progress)

## CLINICAL SKILLS

Audiological testing (case history, otoscopy, full audiometry, speech testing, immittance, OAE, ABR, FF, VRA, CPA, NBHS), hearing aids/cochlear implants, wireless technologies and FM systems, hearing aid validation and verification (REM, Verifit test box, subjective questionnaires), vestibular testing (VNG, CDP, vHIT, VEMP), environmental audiology, tinnitus assessment and treatment

## PERSONAL SKILLS

Creativity, Ambition, Hard-work, Leadership, Team Spirit, Communication, Organizational, Enthusiasm, Self-Reliance, Attention to Detail, Empathetic

## INTERESTS

Music Production, Art, Dancing, Biking and Basketball

## EDUCATION

**2016-2019**

**AMERICAN UNIVERSITY OF BEIRUT (AUB), LEBANON**

- Bachelor of Science in Medical Audiology Sciences
- Completion of 666.75 Clinical Hours at AUB Medical Center along with a 2 months Internship at Houry Hearing Center equivalent to 360 clinical hours (2 July - 2 September 2018)
- Research Project "Changes in Occlusion Effect Size as a Function of Insert Earphone Placement"
- Dean's Honor List: Spring 2017-2018-2019 & Fall 2017-2018
- Cumulative GPA: 83.36
- Work Experience (2017-2018): Team Leader for kids summer camp at Dent De Lait and Monitor at AUB dorms building's administrative reception for 3 consecutive semesters

**2001-2016**

**FRENCH INTERNATIONAL SCHOOL OF JEDDAH, KSA**

- French Official Baccalaureate in Sciences (Emphasis in biology)

## WORK EXPERIENCE

**NOV 2022-MARCH 2024**

**AUDIOLOGIST/SHOP COORDINATOR - AMPLIFON**

- Based in Liege, the biggest and busiest branch of Belgium
- Responsible for audiological hearing aid counseling/after-sale services and meeting sale objectives for Resound/Phonak/Starkey/Signia/Seinheisser/Oticon/Cochlear products in alliance with the team
- Responsible for the shop administrative and managerial work including stock management, calls, optimization of appointments and patient flow, client mutual insurance applications and follow up, payment processing, otolaryngologists collaboration enhancement, client assistance on organizational/Belgian law processes and commercial agreements, maintenance of patient data/document records, product delivery tracking in cooperation with Amplifon's suppliers, arranging shipments to the head office and marketing strategy implementation
- Experience in a corporate environment as Amplifon is the number 1 hearing aid retailer in the world

**OCT 2020-NOV 2022**

**CLINICAL AUDIOLOGIST - ADVANCED BIONICS**

- Based in Gulf Medical Company - distributor of Advanced Bionics (AB) in Jeddah, KSA
- Management of 13+ hospitals and AB patients in the Western Zone of Saudi Arabia
- Pre, intra and post-operative support including: delivery of product trainings (webinars, conferences and hospital hands-on trainings), patient candidacy and audiological counseling, surgical and research assistance for otolaryngologists using Active Insertion Monitoring (AIM) device, product fitting including electroacoustic/bimodal/accessories fittings, product counseling, fine tuning and programming using Soundwave 3.2 software, troubleshooting and RMA (Return Merchandise Authorization), patient data collection and stocks organization, participation in patient mentorship program
- Advanced Bionics Product Sales and Marketing

**JULY 2019-JULY 2020**

**AUDIOLOGIST - HOURI HEARING CENTER**

- Phonak hearing instrument specialist, managing Hazmieh Branch in Lebanon
- Responsibilities: audiological testing, hearing aid (HA) candidacy, ear impressions, HA fitting and programming, counseling, HA lab handling and troubleshooting, Phonak sales
- Receiving and delivery of Phonak/Advanced Bionics/Otometrics vestibular and audiological product trainings through conferences, lectures and hospital visits in Lebanon

## VOLUNTEERING EXPERIENCE

### **MAR-AUG 2020      MARKETING MANAGER AT BEIRUT ARTIFICIAL INTELLIGENCE (AI)**

Social media marketing and team collaboration with the largest AI community in Lebanon: writing and proofreading creative copy, conducting partnership and sponsorship outreach, building a brand identity for each event, analyzing insights to act on data information and increase engagement, planning a marketing strategy through benchmarking and audience identification, creating content through Canva/Photoshop, developing a marketing strategy for Beirut AI's website, being present in all Beirut AI events for during-event social media posts, creating survey forms to better understand the audience, planning and implementing strategies to attract volunteers, coordinating marketing strategies with Beirut AI graphics team, distributing tasks upon team members along with deadlines, and being responsible of all Beirut AI social media platforms

### **JAN 2020      DIGITAL MARKETING WORKSHOP - ENTREPRENEURSHIP CLUB AUB**

Focused on how to grow your business online, audience targeting, Facebook Campaigns, Google ads, social insights analysis

### **2018-2019      ACCESSIBILITY FOR A BOLDER LEARNING EXPERIENCE (ABLE) EVENT**

Prepared and attended presentations on Hearing Assistive Technologies at AUB, Lebanon

### **2018-2019      LEBANESE RED CROSS**

Provided humanitarian acts for those in need: blood/money/food donations through Beirut Marathon and other fundraiser events, member in special needs (emphasis on Down Syndrome), Awareness in breast cancer/smoking/sexual harassment

### **2017-2018      "MESH AAYB" FASHION SHOW**

Volunteer in an AUB fundraiser event to help patients in need of hearing aids

### **SEP 2017-2018      UNIVERSITY ORIENTATION GUIDE**

Presented AUB to help guide new students with class registration, student life, campus services, academic programs and requirements

### **2016-2019      AUB OUTDOORS FESTIVAL**

Volunteer in games (spring 2016-2017), entertainment (spring 2017-2018) and safety team (spring 2018-2019) at the biggest student-held event in Lebanon

### **2016-2019      AUDIOLOGY PROGRAM - AUB**

Created patient brochure, completed presentations for noise protection awareness for several schools in Lebanon, helped in launching FM systems in AUB classrooms, organized the clinic/the audiology library and produced orientation videos

### **2015-2016      FRENCH SCHOOL CLASS REPRESENTATIVE**

Scheduled meetings with professors to discuss students' concerns and organized fundraiser events

# CERTIFICATIONS

2017-2024

- Project Management Professional - PMI (in progress)
- Project Management - Google
- Brand and Product Management - IE University
- RIO Experience Workshop - Sales Blinc Institute, Belgium
- Advanced Bionics Booth Participation Certificate - Arab Cochlear Implant Conference (ACIC), Dubai
- Certificate of Participation as Advanced Bionics Booth Member - The 26th SORL Abha Conference
- Auditory and Language Skills Stimulation for Children with Cochlear Implants - Saudi Society of Speech Language Pathology and Audiology
- Business Process Management in Healthcare Organizations - Coursera offered by Rutgers University
- Understanding Cochlear Implant Sound Processing from the Clinician's View Point  
-Dr. Thomas Patrick Boyle under the Saudi Society of Speech Language Pathology and Audiology
- Complete Public Speaking Masterclass for Every Occasion - Udemy
- Workshop Participation Certificate as Advanced Bionics representative  
- Jeddah Institute for Speech and Hearing (JISH)
- 24 hours Continued Medical Education (CME) Accreditation Certificate - The 5th Middle East Vertigo & Hearing Disorders
- Adobe Photoshop CC The Essential Guide - Udemy
- Introduction to Marketing - Coursera offered by Wharton University of Pennsylvania
- The Complete Digital Marketing Course 12 courses in 1 - Udemy
- Social Media Marketing for Small and Mid-Size Enterprises Workshop - Rafik Hariri University
- Certificate of attendance as Houri Hearing Center exhibitor at Otofest Conference for Hearing and Balance disorders - Lebanese American University
- Biomedical Research Basic Course- Collaborative Institutional Training Initiative (CITI)
- National Center for Hearing Assessment and Management's Interactive Newborn Hearing Screening Training Curriculum - Utah State University