



Marwa Khaled Osman

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Date of birth: 19/03/1996

Nationality: Lebanese

Sex: Female

OBJECTIVE

I aim to utilize my skills and experience as a business consultant and entrepreneur to foster growth and innovation for both clients and businesses. My focus will be on creating value for stakeholders through the implementation of strategic planning, market analysis, and process improvement. By utilizing my expertise in business development, financial analysis, and operations management, I will strive to deliver exceptional results that exceed expectations and ensure long-term success. My ultimate goal is to contribute to the success of organizations by delivering measurable, tangible outcomes that drive profitability and growth.

EXPERIENCE

Injaz Lebanon (2023 – Current)

Business Coach

As a business mentor, I guide and support students in developing innovative business ideas and comprehensive plans through online and offline training sessions. I also evaluate the effectiveness of the workshop programs and prepare monthly progress reports for the project manager. Additionally, I track session progress and handle any unforeseen tasks that may arise.

- Guide and support students in developing innovative business ideas and creating comprehensive business plans.
- Conduct online and offline training sessions and evaluate the effectiveness of the workshop programs with participants and MEAL Officer.
- Prepare monthly progress reports, track session progress and handle unforeseen tasks.

Freelancer (2023 – Current)

Business Consultant

As an organizational consultant, my work involves assessing the current state, developing strategies and plans, and implementing changes to help organizations achieve their goals. I collect and analyze data to make informed recommendations, manage improvement projects, and communicate with stakeholders to ensure alignment and awareness of the benefits of the changes being made.

- Assess current state and collect relevant data to make informed recommendations
- Develop and implement strategies and plans to improve organization's operations and finances
- Manage improvement projects and communicate with stakeholders to ensure awareness and alignment.

Makassed Philanthropic Association (2022 –2023)

Project Coordinator in partnership with UNFPA

As a Project Coordinator, I oversee project implementation, manage staff, and ensure proper budget control. Coordinating work plans, preparing progress reports, establishing monitoring systems, and maintaining accountability records. Additionally, I gather and compile project information and oversee fund allocation and disbursement.

- Coordinate work plan development and implementation, establish monitoring systems, and maintain accountability records.
- Monitor activities and expenditures, prepare reports, and oversee budgeting and expenditure tracking.
- Manage staff, oversee fund allocation, and ensure proper budget control and expenditure.

Kanvartfully (2021 – Current)

Co-founder

As a co-founder of Kanvartfully, my main responsibilities include developing the business plan, budgeting, recruitment, and financial arrangements. I also review production reports, compare sales goals, and make necessary trips for inventory purchases. Additionally, I establish product display mediums, design advertising campaigns, utilize social media and live events for promotion, conduct feasibility assessments, and deliver impactful presentations to clients. My focus is on achieving business success and effectively showcasing our products and services in the market.

- Develop the business plan and budget, ensuring a clear roadmap for the company's strategic direction and financial projections.
- Conduct recruitment processes to assemble a talented team and make financial arrangements to support the business's operations and growth.
- Regularly review production reports in relation to sales, compare sales performance against short- and long-term goals, and make informed decisions to optimize production and sales strategies.

Makassed Philanthropic Association (2019 –2022)

Data Analyst

As a data analyst, my role involves contributing to the development of data collection instruments, using quantitative software to process large amounts of data, and recognizing trends from complex data sets to express them in visual graphics and clear prose. I am also responsible for ensuring data completeness, identifying gaps in data collection, and presenting findings to stakeholders. Other responsibilities include preparing reports, proposing system strategies, monitoring donations, assigning numerical values, developing strategic plans, and using statistical tools for data analysis.

- Develop and implement data collection instruments using quantitative software to process large amounts of raw data.
- Analyze complex data sets, identify trends and patterns, and present findings in clear, concise formats for stakeholders.
- Ensure quality oversight of data collected by third parties, prepare reports, and identify process improvement opportunities while working with IT management.

EDUCATION

- [Master's degree in Finance Fall 2017 - Spring 2019](#)

Saint Joseph University Beyrouth

- [Bachelor's degree in Business and Administration Fall 2014 - Spring 2017](#)

Saint Joseph University Beyrouth

CERTIFICATES & TRAININGS

- Social entrepreneurship training program – 2023 USJ
- Problem solving and Leadership skills – 2022 Mckinsey & Company
- Financial Management, Project Management, Fundraising, Child Protection – 2020 USAID
- Online trading (Forex) – 2017 Bankmed SAL

SKILLS

- **Computer Skills** – Word, Excel, Power point, Access, RStudio, Power BI, SQL.
- **Languages** – Fluent in English, French and Arabic.