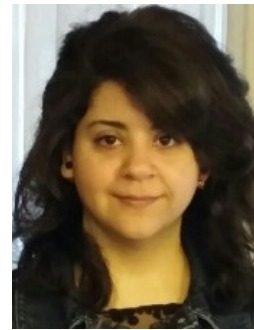


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Profile

A dedicated and highly organized Program Manager with a Marketing degree from the Lebanese American University and more than 10 years of professional work experience in the tech industry. Highly capable of accomplishing complex tasks with proven optimum results, in addition to great communication skills.

Career Development

Program Coordinator at SE Factory | September 2019 - January 2021

Role: Bootcamp Programs Lead (*Managed a team of five*)

- Outreach and Marketing:
 - Organized and participated in events relevant to the program's mission
 - Promoted SEF activities and collaborate with suppliers to prepare marketing collateral
 - Collaborated with Marketing on program campaigns and monitoring social media accounts to maintain community engagement and to achieve the desired program outreach and marketing goals.
 - Managed Community Partnerships and all relevant communication and marketing activities
 - Planned for events as needed under the different program pillars (fundraising, internal events, outreach, and marketing) and manage all related logistical and booking matters from space to service providers
- Operations and Student Affairs:
 - Carried programs preliminary selection for eligible and qualified candidates
 - Conducted the application rate and quality analysis to adjust the outreach process accordingly
 - Drafted/Updated application forms required prior to the outreach onset
 - Scheduled interviews with candidates for evaluations and screening purposes
 - Onboard newly admitted students and ensuring all necessary details are communicated clearly
 - Oversaw the program's applications process and follow-up with the Technical Director, and Instructors on upcoming action points such as application entry updates and email dispersion

- Lead on planning the program's annual calendar for upcoming cycles by proposing major dates based on previous cycles and discuss them with the instructor and team for approval
- Created project timeline for each cycle and communicated it to all instructors for all programs (Foundations of Computer Science (Beirut and Tripoli), Full Stack Web Development (Beirut and Tripoli), and the Refugee program
- Followed up with all Technical and Soft Skills instructors on deliverables and deadlines
- Organized and lead team meetings and maintained the agenda and MoMs
- Maintaining SEF's annual calendar for operations, and events
- Human Resources:
 - Recruited mentors, facilitators, ambassadors, and Interns as needed
 - Onboarding new team members
 - Managed employees and students profiles on BDD's Dashboard
- Finance and Accounting:
 - Kept track of finances after any purchase or procurement from the service providers
 - Drafted the necessary RFQs to acquire quotations for the required products and services to choose the most convenient one according to the available budget
 - Monitored the budget for facilitators' salaries and programs, in addition to approving budgets for events as well as office expenses
 - Reported monthly transactions and purchases to the accounting department
- Monitoring and Evaluation
 - Ensured that all data required are readily available for use
 - Maintained well-organized sheets and documents for ease of use
 - Contributed and supported in writing reports for the Donors

Community and Startup Programming Manager at STEP Group | September 2018 - January 2019

Role: Lead the conference program and activities for the entrepreneurs

- Built and managed database of ecosystem partners incubators, accelerators, and startups both regional and internationally
- Lead ecosystem partnership strategies from negotiation to execution
- Managed event programs including startup showcasing, pitch competition, and mentorship activities
- Lead on sales pipeline for startup programs with Marketing Manager
- Lead on special programming for ecosystem partners and startups (satellite programming, recognition programs, etc.)
- Created and shared media kits with ecosystem partners and startup programs

Startup Ecosystem Support, Freelance / Volunteer | January 2018 - Present

Role: Supporting the ecosystem. Included;

- Supporting my network of entrepreneurs and Industry Leader.
- I managed to get a speaking slot at Global Entrepreneurship Congress - Istanbul by collaborating with GEC New York to a very high caliber Industry Leader.
- I also advise and support startups when they seek my assistance.
- I supported the ArabNet team at the conference in Beirut; in addition to interviewing the competition finalists for Alaan TV.
- Supported Nabta Health mobile app with Digital Marketing plan.
- Supported Cravehome app by using their platform to sell homemade cookies.

Senior Program Executive at ArabNet | September 2016 - January 2018, Lebanon

Job description: Lead on the Startup Championship competition. My job mainly involved communicating and connecting with entrepreneurs, investors, and speakers. Managing the startup database and competition websites. Research and market awareness on acquisitions and investments in the digital ecosystem, in addition to benchmarking. Approaching and coordinating with supporting partners for the competitions. Liaising with internal departments to ensure proper outreach through marketing and social media.

Senior Monitoring supervisor at Promo-Fix | September 2014 - May 2016, Lebanon

Job description: Monitored & analyzed broadcast media advertisements booked through Promofix. Liaised with Monitoring companies to detect the aired time and date of the spots we booked. Prepared daily reports of broadcast advertisements, and supervised every campaign from start to finish. Prepared feasibility reports at the end of every campaign in order to invoice the client.

Account Manager at XM / Gulf Interactive | December 2007 - February 2011, Qatar

Job description: Managed client's accounts. Coordinated with the creative & marketing team to meet the client's expectations. My tasks included editing & updating client's websites, advising clients on how to improve their websites and online presence. In addition to identifying potential clients and business opportunities. Worked with high-profile clients with whom I developed an excellent business relationship. Some of the clients I worked with are her Highness Sheikha Mozah's office, Al- Shaqab equestrian center for His Excellency Sheikh Mohammed, Qatar Foundation, Qatar Science & Technology Park, Qatar MICE Development Institute. I also worked with third-party partners like Al Jazeera channel, The Fire factory from London, and Amadeus.

Client Servicing & Advertising Media booking Coordinator at Qatar Information and Marketing | August 2006 - March 2007, Qatar

Job description: Advised clients on advertising approach, follow up with sales representatives, prepare booking orders for Al Watan, Al Sharq, Al Rayya, (Arabic newspapers) and Qatar Tribune, Gulf Times, Peninsula (English newspapers), prepare daily invoice reports for the accounts, prepare and update distribution and subscription lists, assistant manager, & administrative work.

Freelancer at ACNielsen Marketing Research | July 2005 - August 2006, Qatar

Job description: Telephone surveys, call checks, editing questionnaires, and data collection.

Volunteer at the UNVP | Lebanon:

- *First Step Together Association 2001*- Awarded Certificate of Recognition
- *Lebanese Physical Handicapped Union 2002* - Awarded Certificate of Recognition
- *Youth Association for the Blind 2003* - Awarded Certificate of Recognition

Education

Lebanese American University (LAU) | Lebanon, 2000 -2005

- BS in Business Marketing
- Two honors & three Distinctions
- Total G.P.A is 3.38 over 4.00
- Successfully completed 24 projects

International School of the Martyrs | Libya, 1997 - 1999

- Irish Leaving Certificate

International School of the Martyrs | Libya, 1995 - 1997

- American High school diploma
- Honor list

Professional & Computer Skills

Strong interpersonal skills, including the ability to communicate confidently and effectively.

Strong organizational skills, including the ability to manage busy schedules and work accurately. Capable of working under pressure to meet deadlines.

Ability to work in a dynamic, high-profile environment. Ability to work effectively with others. Ability to work independently, as well as under supervision. Value working in a multinational environment with diverse nationalities Dedicated, loyal & highly organized.

Microsoft package competency. Content Management System Statex Software, for monitoring reports.

References

Attached to email.