



Tala Mahmoud El-Kawam

S329916@studenti.polito.it +3513067697

Education

Politecnico Di Torino <i>Msc. Engineering and Management (Sustainability Path)</i> Torino, Italy	2023-2025 GPA 95/110
Lebanese International University <i>BS Science in Industrial Engineering</i> __ Beirut, Lebanon	2020-2023 GPA 3.66/4.00
Lebanese International University <i>Freshman year in Sciences with a full excellence scholarship</i> Saida, Lebanon	2019-2020 GPA 4.00/4.00
National Evangelical Institute <i>High School</i> honors list, first on batch, Excellence in Academic Performance certificate Saida, Lebanon	2017-2019 GPA 4.00/4.00

Experience

BlackBirds Infotech <i>Engineering Management Intern</i>	Torino, Italy February 2025- April 2025
<ul style="list-style-type: none">Developed expertise in CRM strategies, data analysis, and client relationship optimization to enhance customer engagement and retentionGained hands-on experience with CRM platforms, workflow automation, and data-driven decision-making to improve business operationsUtilizing AI to segment customers and deliver tailored marketing campaignsGained hands-on experience with CAS GenesisWorld for comprehensive CRM management, including sales, marketing, and service optimization, an CAS SmartWe, leveraging cloud-based CRM solutions for flexible, secure, and efficient customer relationship management	
Staunch Machinery <i>Industrial Engineer Intern</i>	Saida, Lebanon August 2023-October 2023
<ul style="list-style-type: none">Analyzed production workflows and identified inefficiencies, leading to a 15% reduction in process time by streamlining operationsConducted time studies and data analysis to optimize labor utilization, resulting in a 10% improvement in workforce efficiencyUtilized Lean Manufacturing principles to reduce waste in the production processSupported the implementation of a quality control system that improved product defect detection	

The Planner by Aya Saidi

Beirut, Lebanon

Event Planner Assistant

2018-2020

- Coordinated logistics for events of up to 500 attendees, ensuring seamless execution and positive guest experiences
- Handled on-site event coordination, resolving issues in real-time to ensure smooth operations
- Created detailed event timelines and schedules, resulting in a 98% on-time event delivery

Luxury Fashion and Beauty Brands

Jeddah, Saudi Arabia

Brand, Artist Representative/Ambassador

2016-current

- Represented luxury fashion and beauty brands at exclusive events, enhancing brand image and fostering connections with high-profile clients and industry professionals

Leadership and Activities**Zero Gravity Organization**

Saida, Lebanon

Calisthenics Coach

2019-current

- Conducted one-on-one and group coaching sessions, leading to an improvement in clients' overall strength and flexibility within three months
- Monitored clients' progress through regular assessments, enabling faster achievements of goals

Rest House Café/Restaurant

Saida, Lebanon

Hostess (Charity work)

April, 2018

- Managed reservations, waitlists, and seating, reducing guest wait times
- Resolved guest inquiries and concerns promptly

Skills & Interests

Technical Skills: Microsoft Office, JAVA, Matlab, Autocad, Catia, Minitab, R-studio, CRM(CAS GenesisWorld, SmartWe, Inxmail), Digital Marketing, Lean Methodologies, Agile Methodologies, Inventory Management, Supply Chain, Logistics

Soft Skills: Leadership, Teamwork, Problem-solving, Critical Thinking, Adaptability, Resilience, Communication, Public Speaking, Decision-making, Emotional Intelligence, Continuous Improvement, Prompt Engineering

Language: Arabic (native), English (fluent), French (A1), Turkish (A1), Italian (B1)

Certificates: Fundamentals of Digital Marketing-Google digital workshop 2022, Excellence in Academic Performance from NEIGB 2019, Excellence in Academic Performance from Lebanese Embassy-Jeddah 2017, Member of IISE- Institute of Industrial and System Engineers 2022-2023

Interests: Social Media, Photography, Modeling, Fitness, Coaching, Innovation