

Tamara Yaghi

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EDUCATION

University of California, Berkeley

Aug 2023 – May 2027

Bachelor of Arts in Cognitive Science

- Relevant Coursework: Math 1A (Calc I), CS 61A (Intro to Python & Computer Structures/Systems), Stats 2 (Intro to Stats), HUM 120 (Intro to Entrepreneurship), CS 198 (HTML for Web Design)
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EXPERIENCE

American Express – Project Analyst, Intern

Mar 2022 – Jun 2022

Riyadh, Saudi Arabia

- Analyzed market trends and compiled data from over 100 sources, resulting in improved project outcomes by 15%.
- Streamlined communication methods, boosting team collaboration and information sharing by 40%.
- Developed financial models that identified cost-saving opportunities, leading to a 10% reduction in project expenses.

Arab Bank Group – Project Manager, Intern

Jun 2019 - Aug 2023

Amman, Jordan

- Consulted banking project “*Arabi Junior*” for children and young adults; successfully implemented and delivered tailored financial services, such as financial literacy classes, youth banking, insurance plans/funds, and bonus reward programs.
- Collaborated with marketing and product development teams to develop innovative marketing strategies and product features for the youths’ unique financial needs and preferences, such as the colorful smart payment bracelet “*BandPay*”.
- Managed the transfers of customer accounts from “*Arabi Junior*” to “*Shabab*” for youth between ages 18 and 25 years.

Nissan Motor Corporation – Business Analyst, Intern

Sep 2018 – Sep 2019

Jeddah, Saudi Arabia

- Conducted market research for valuable insights, analyzed data from 500 customer surveys and interviews.
- Examined 10 competitor products and conducted a SWOT analysis to identify emerging trends and customer preferences.
- Co-organized events for team collaboration: executed 2 events for employees and conducted 3 team-building activities, which received positive feedback from 90% of surveyed employees regarding the events' impact on the work environment.

FataFeat Pay – Marketing Analyst

Jun 2017 - Present

Riyadh, Saudi Arabia

- Manage social media accounts for FataFeat, curating and creating engaging posts and interacting with users.
- Market FataFeat, implementing targeted campaigns and engaging content to reach and attract the youth generation.
- Identify the needs and wants of the target audience, conduct market research and analysis to understand their preferences, and suggest app features to ensure a user-centered approach that resonates with the youth generation in Saudi Arabia.

Smiles Foundation – Founder

Jun 2016 - Present

Amman, Jordan

- Raised over \$50,000 for children refugees through fundraising initiatives: marathon fundraiser and school donation drives.
 - Developed an online tutoring program conducted via Zoom to increase access to education for over 200 refugee children.
 - Established a program that offers healthcare access for about 500 refugees in Jordan using a partnership with local clinics.
 - Advocated for refugee rights and raised awareness about their plight through delivering 10 public speaking engagements, on refugee rights, writing 20 blogs about the refugee crisis, and posting on Twitter about the ways to support refugees.
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AWARDS

- HUM 120 Shark Tank Pitch 3rd Place (2024). IB Award (2023). Top Intern at Arab Bank (2022). National Honor Society (2021). Chartered Management Institute Silver Student Leader Award (2020). Mu Alpha Theta (Math Honor Society) (2020). Intern Leadership Award at Nissan (2019).
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SKILLS & INTERESTS

Languages: English (Native), Arabic (Native), Spanish (Limited working proficiency).

Business: Business Plan Preparation, Fundraising, Financial Accounts, Investing, Consultancy, Logo Design.

Technical: MS Word, MS PowerPoint, Word Press, Statistical Analysis, Scientific Research.

Interests: Entrepreneurship, AI, Fashion, MedTech, FinTech, Philanthropy, Soccer, Basketball, Tennis, Swimming, Kayaking, and Traveling.