

Tamara Yaghi

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EDUCATION

University of California, Berkeley | College of Letters and Science

Aug 2023 – May 2027

Bachelor of Arts in Cognitive Science

Relevant Coursework: *Introduction to Cognitive Science, Structure and Interpretation of Computer Programs, Introduction to Statistics, SCET Product Launch, Introduction to Building Apps, Entrepreneurship for All: An Insiders' Guide to Startups, The Nature of Mind*

Awards: *HUM 120 Shark Tank 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 (2020), Intern Leadership Award at Nissan (2019)*

PROFESSIONAL EXPERIENCES

Olea Health

Aug 2024 – Present

Global Strategy Consultant

San Francisco, California

- Spearhead strategic partnerships with diverse organizations: clinics, refugee camps, and philanthropists across the MENA region
- Conduct comprehensive market research to identify growth opportunities and optimize Olea Health's service offerings abroad
- Leverage multilingual communication skills to facilitate collaboration between cross-functional teams and international partners
- Utilize Excel to manage 50+ grant applications, ensuring accurate tracking of funding sources and effective resource allocation

American Express

Mar 2022 – Jun 2022

Project Analyst, Intern

Riyadh, Saudi Arabia

- Analyzed market trends and compiled data using Excel from over 100 sources, resulting in improved project outcomes by 15%
- Developed financial models on Excel that identified cost-saving opportunities, leading to a 10% reduction in project expenses
- Analyzed customer feedback data, resulting in strategic product enhancements that increased customer satisfaction scores by 20%

Arab Bank Group

Jun 2019 - Aug 2023

Project Manager, Intern

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 100+ customer accounts from *Arabi Junior* to *Shabab* for youth between ages 18 and 25 years

Nissan Motor Corporation

Sep 2018 – Sep 2019

Business Analyst, Intern

Jeddah, Saudi Arabia

- Conducted market research by analyzing data from 500 customer surveys and interviews to better implement feedback-loops
- 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

Jun 2017 - Present

Marketing Analyst

Riyadh, Saudi Arabia

- Manage 2 social media accounts for *FataFeat*, curating and creating engaging posts and interacting with users on a weekly basis
- Market *FataFeat*, implementing SEO research to build campaigns and engaging content to reach and attract the youth generations
- Identify the needs and wants of the target audience bi-monthly, by conducting 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

LEADERSHIP EXPERIENCES

Smiles Foundation

Jun 2016 - Present

Founder

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 worldwide

Business Review at Berkeley

Aug 2023 - Present

Tech Senior Columnist

Berkeley, California

- Lead a team of 8 writers, enhancing article quality by 40% for the tech column through effective guidance and mentorship
- Edit tech-focused articles, increasing clarity and engagement to attract a wider audience, leading to increased readership by 25%
- Foster collaboration within the team by organizing bi-weekly workshop, resulting in a 30% increase in creative content ideas

SKILLS & INTERESTS

Skills: Arabic, Strategic Business Planning and Development, Financial Analysis and Reporting, Investment Analysis, Business Consultancy, Fundraising, Branding, Social Media Marketing, Logo Design, Pitch Deck Creation, User interviews, Elevator Pitching, Market Research and Analysis, MS Word, MS PowerPoint, MS Excel, Word Press, Figma, IBM SPSS Statistics, SQL, Data Interpretation, Public speaking, Debate

Interests: Entrepreneurship, Philanthropy, Basketball, Tennis, Swimming, Sailing, Kayaking, Traveling, Smoothies, Film, TV, and Chess