

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: *Brain Mind and Behavior, Brain Issues in Cognition, Introduction to Cognitive Science, Structure and Interpretation of Computer Programs, Introduction to Statistics, Challenge Lab: Building Bridges Between Democracy and Technology for a Better Society, SCET Product Launch, Introduction to Building Apps, Entrepreneurship for All: An Insiders' Guide to Startups, The Nature of Mind*

Awards: *Product Launch Pitch Competition 1st Place (2024), HUM 120 Shark Tank 3rd Place (2024), IB Award (2023), Top Intern at Arab Bank (2022), National Honor Society (2021), CMI Silver Student Leader Award (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%

FataFeat Pay

Aug 2020 - 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

Arab Bank Group

Jun 2019 - Aug 2023

Project Manager, Intern

Amman, Jordan

- Successfully implemented and delivered tailored 3 youth financial services: financial literacy classes, youth banking, and rewards
- Collaborated on the development of innovative product features for juniors, such as the colorful smart payment bracelet *BandPay*
- Managed the transfers of 100+ customer accounts from *Arabi Junior* to *Shabab* for youth aged between 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

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

Middle Eastern Business Association

Sep 2024 - Present

Consulting Chair

Berkeley, California

- Utilize a robust screening framework to evaluate 10 growth-stage companies valued at \$1B+, for VC firm, Berkeley Frontier Fund
- Conduct market research for 20 hrs/week, to identify emerging trends and potential investment opportunities in the startup ecosystem
- Collaborate with team members to write and present 3 company advanced notices to Berkeley Frontier Fund investment partners

SKILLS & INTERESTS

Skills: Arabic, Spanish, Strategic Business Planning and Development, Financial Analysis and Reporting, Investment Analysis, Business Consultancy, Fundraising, VC Analysis, 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, Data Interpretation, Public speaking, Negotiation

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