

YARA BADAOUI

Dubai, UAE – (971) 526023113 – yarabadaoui98@gmail.com - American University of Beirut - American

Experience

Business Analyst at Al Futtaim, FAMCO

March 2024 – Present

- Conduct thorough market research and analysis across Iraq, Bahrain, Oman, Egypt, KSA, UAE, Kuwait to identify growth opportunities and market trends and develop strategic recommendations to acquire Volvo, Renault and BYD Commercial vehicles
- Lead and manage projects aimed at the production of leasing finance option at FAMCO
- Track and analyze sales performance, market share, and competitor activities which lead to the generation of actionable insights and reports for senior management to support decision-making.

Pre-field Paving Sales Rep at Caterpillar Inc.

Jun 2022 – March 2024

- Organized the Paving Dealer Conference & Paving days with more than 300 international participants in Spain through which I had direct exposure to dealers & customers
- Worked on Large Soil Compactors Project through to understand the market, industry and dealership needs which resulted in the launch of new GX model
- Conducted interviews with dealers globally to identify their needs and conduct a global market analysis of their sales for paving machines amassing to new global dealer standard survey to keep track of dealer satisfaction
- Monitored dealer's Sales & Operation figures including market share, sales, inventory while holding monthly dealer meetings for revisions

GCI Sales and Marketing Graduate at Caterpillar Inc.

Jun 2021 – Jun 2022

- Worked on market share improvement for dealers in Middle East which resulted in 5% enhancement in the market share
- Improved Customer Value Agreements acceptance within middle east dealers till 10% higher acceptance rate
- Analyzed the industry for Caterpillar products covered Middle East territory: industry share, support, financing and Prepared Market Share Reports, Demand Reviews, Business Reviews.
- Lead customer surveys and dealer collaboration to issue marketing plans to conquest new customers and keep loyalty of current customers

Business Analyst at STRATHAUS, Paris France

Jan 2021 – Jun 2021

- Analyzed large data sets to identify effective ways of boosting organizational efficiency of schools in KSA
- Assessed how clients are performing and help them improve their processes and systems through scoping a necessary strategy

Education

American University of Beirut

August 2016 - May 2020

GPA 3.4/4.0

Dean's Honor List/ Full Scholarship Recipient

Lebanese Bachelorette in Life Sciences

Second place in Lebanon in the Official Lebanese Exams 2016

Honor's List student and merit scholarship holder for 12 years

Skills

- Expert Proficiency in Microsoft (Excel, Word, and PowerPoint) as well as PowerBi
- Fluent in both spoken and written English and Arabic
- Excellent public-speaking, leadership and teamwork skill