

Maya Joseph Zarifeh, MBA, PMP®



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Dubai, UAE

CAREER OBJECTIVE

Dedicated and passionate professional with over a decade of experience in business development, partnerships management, and customer service in the Education Technology Industry. Proficient in harnessing technology and innovative teaching methods for higher education. Adept in high-level account management, crafting effective go-to-market strategies, and fostering client engagement. Known for meticulous attention to detail, strong organizational skills, and an unwavering drive to exceed expectations.

SKILLS

Problem Solving

Intercultural and Strategic Communication

SaaS Sales

Partnering and Relationships

Client Acquisition

Business Development

Project Management

Customer Accounts Management

EXPERIENCE

MC GRAW HILL PROFESSIONAL, DUBAI – UAE | 2024 – PRESENT

BUSINESS DEVELOPMENT MANAGER | May 2024 – Present

- Lead strategic business development initiatives across the medical education sector, driving revenue growth through targeted client acquisition and relationship management.
- Collaborate with healthcare professionals and academic institutions to deliver tailored medical content solutions.
- Analyze market trends and customer feedback to develop actionable sales strategies, leading to consistent year-over-year growth in key medical product lines.

KAPLAN PROFESSIONAL, DUBAI – UAE | 2024

BUSINESS DEVELOPMENT MANAGER | January 2024 – April 2024

- Drive revenue growth through strategic partnerships and client acquisition for an expanded business network.
- Identify and capitalize on market opportunities for a successful market penetration.

CAREER BREAK | MARCH 2023 – DECEMBER 2023

- Successfully navigated a career transition period, utilizing the time to enhance professional skills, stay abreast of industry trends, and proactively engage in networking activities to ensure a seamless return to the workforce.

WILEY, DUBAI – UAE | 2015 – 2023

PARTNERSHIP DIRECTOR | July 2021 – February 2023

- Drove business expansion by developing and executing strategic partnership plans, leading to a remarkable 30% revenue growth and an expanded business network and customer base.
- Effectively coordinated and aligned efforts among internal and external teams to ensure seamless execution of projects and programs across various departments.
- Offered valuable guidance and support to partners on best practices, specifically related to product enhancements and sales activities, resulting in increased revenue.

SENIOR EDUCATION ACCOUNT MANAGER | August 2019 – June 2021

ACCOUNT MANAGER | January 2015–July 2019

- Assisted UAE, Qatar, Oman, and Lebanon higher education institutions in implementing E-learning through end-to-end management of Edtech SaaS projects.
- Successfully managed key accounts of diverse sizes, effectively gathering, and incorporating clients' inputs and feedback for all projects, while ensuring adherence to detailed direction and timelines.
- Created and implemented strategies boosting customer loyalty, sales, and service quality, leading to retention of Wiley's business and the acquisition of new customers. Consistently achieved annual targets, surpassing expectations with a remarkable overachievement of 20% in 2017.

SILKOR, ABU DHABI – UAE | 2012 – 2015

BUSINESS DEVELOPMENT COORDINATOR | October 2012 – January 2015

- Organized promotional events and participated in trade shows to promote company's services in the marketplace.
- Developed and implemented strategic business plans to increase sales and market share.
- Secured new business opportunities, generated high quality leads, and increased the rate of new customer acquisition by 30%.

AL MASHREK INSURANCE, ANTELIAS – LEBANON | 2011 – 2012

MEDICAL UNDERWRITER | November 2011–September 2012

- Reviewed claims information to identify potential frauds or inconsistencies in data provided by applicants.
- Assisted in developing strategies to reduce overall costs associated with providing coverage.
- Communicated effectively with clients about their options for coverage based on their needs.
- Adhered strictly to established protocols when making underwriting decisions.

ST. GEORGE HOSPITAL UNIVERSITY MEDICAL CENTER, ASHRAFIEH – LEBANON | 2009 – 2011

REGISTERED NURSE | September 2009–October 2011

- Demonstrated strong communication skills to collaborate with interdisciplinary team members to ensure optimal patient outcomes.
- Performed ongoing patient assessments, notifying supervising clinician of abnormal findings.
- Documented patient assessment findings and responses to nursing intervention to progress toward problem resolution.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION (M.B.A.) | Notre Dame University, Lebanon | 2012

Thesis: Full research project conducted to find out if Lebanese Workers were willing to pay for Unemployment Insurance
Grade 3.7 of 4

BACHELOR OF SCIENCE (B.S.) IN NURSING | University of Balamand, Lebanon | 2009

Placed first out of my class of 40 students

CERTIFICATIONS

- Project Management Professional (PMP)
- Professional Certificate in Statistics and Programming

LANGUAGES

- Arabic (Native)
- French (Beginner)
- English (Fluent)

INTERESTS

Reading, Hiking and Nature-related activities, Traveling and Exploring Cultures, Working-out, Watching documentaries, Dancing, Puzzle building.

<https://www.linkedin.com/in/maya-joseph-zarifeh-mba-pmp%C2%AE-2a1b9172/>