

DUAA KHALID

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PROFESSIONAL SUMMARY

Customer enablement and adoption specialist, 5 years turning products into sustained usage at LVMH and Dolce & Gabbana. Designed and delivered training workshops and drove daily adoption of a sales tracker I built and rolled out to 18 field users. Skilled at translating technical capability into practical value for business, technical, and executive audiences.

EDUCATION

Cornell University, *Master of Engineering, Data Science & Decision Analytics (DSDA)* New York, NY | Expected May 2027
City, University of London, *MSc Global Finance, Merit* London, UK | Sep 2023 – Aug 2025
University of Sharjah, *BSc Industrial Engineering & Engineering Management* Sharjah, UAE | Sep 2018 – May 2021
• CGPA 3.95/4.0, Dean's Honors List (all years); Chancellor's List Medal 2018 (Year 1 at American University of Sharjah)

EXPERIENCE

Dolce & Gabbana Beauty, *Customer Success & Key Account Manager, Travel Retail Middle East* Dubai, UAE | Mar 2024 – Present

- Designed and delivered sales-enablement workshops for a 30+ person beauty-advisor team, building the curriculum, running live sessions, and tracking performance to standardize execution and lift sell-out across markets.
- Grew net revenue 48% and sell-through 44% YoY (2025 vs 2024) across a 13-market account portfolio (GCC, Levant, Egypt) by prioritizing accounts on usage data and reallocating supply to demand, an expansion / net-revenue-retention motion.
- Built the health-monitoring layer for the portfolio: a multi-market sell-out tool that benchmarks account performance and flags at-risk accounts, now the primary decision input across all 13 markets.
- Ran quarterly business reviews and renewal negotiations with duty-free partners, translating account insights into placement wins and retained revenue.

LVMH Fragrance Brands, *Account Management & Commercial Operations (Travel Retail, MEA), Givenchy & Kenzo* Dubai, UAE | May 2022 – Mar 2024

- Cut account order-cycle time from 45 to 5 minutes (~89%) across 30+ MENA locations by acting as internal product owner for a sell-in decision-support tool, iterated over two years on direct user feedback, a self-service adoption win for the account teams.
- Improved forecast reliability and order accuracy by defining requirements, prioritizing the roadmap, and running feedback loops with the account managers who used the tool daily, as the single point of contact across retailers, marketing, demand planning, and supply chain.

LVMH Fragrance Brands, *Supply Chain & Operations Coordinator, Benefit, MUFE, Givenchy & Kenzo* Dubai, UAE | Oct 2021 – May 2022

- Reduced out-of-stocks and aged inventory across MENA accounts by monitoring stock and logistics flows and aligning replenishment to promotional calendars.

PROJECTS

Homebase, property management MVP for Dubai (hackathon, 2 person team)

Next.js, React, Tailwind, Firebase/Firestore

- Co-built the MVP in roughly 3.5 hours and defined product scope end to end: the Firestore data model, dashboard, and CRUD flows. Owned the UAE rental regulation model the product was designed around, covering RERA bands, the 90 day notice rule, Ejari sequencing and the bilingual EN/AR requirement. The compliance automation itself is specified, not shipped.
- Evaluated the AI agent through structured usability testing with real users and log-based review of the agent's outputs, surfacing failure modes and iterating to improve reliability.

Beauty Advisor Sales Tracker, live

github.com/khalidduaa1-byte/Sales_management

Python, Supabase, data modeling, dashboarding

- Built a sales tracker now live with 18 beauty advisors across 3 Egyptian markets, onboarding and training roughly 20 field users into sustained daily use without it being mandated. The ingest pipeline de-duplicates the supervisor export on advisor, date, store and shift before any KPI is calculated: 1,324 rows ingested, 0 rejected and 29 duplicates removed in one full run from January to April. Presented to global beauty leadership.

SKILLS

Enablement & Adoption: Instructional design, workshop facilitation, onboarding & learning-journey design, executive-ready communication, adoption frameworks, activation & sustained usage, time-to-value, playbooks

Customer Success: Retention & churn reduction, account expansion / upsell, QBRs, renewal negotiation, stakeholder management, customer health monitoring, voice of the customer

Product & Technical: Product strategy, roadmap prioritization, KPI definition, MVP scoping; SQL, Python, Advanced Excel, Git; Next.js, React, Firebase/Firestore, Supabase; data modeling, LLM-assisted development, AI evaluation (human + log-based)

Languages: English, Urdu, Hindi (fluent); French (basic)