

Khaoula Achab

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SUMMARY

Commercial and Operations Analyst with experience in account management, sales forecasting, market research, and data analysis. Bioengineering graduate of New York University Abu Dhabi, on a full scholarship, with 4 years of commercial and analytical experience across payments, international education, and research. Managed merchant accounts, subscription renewals, and commercial performance for a UAE payments provider across payment solutions, SmartPOS, and digital loyalty. Carried 120 live merchant opportunities at once, with accounts handled producing more than 50% of team revenue on some days. Ran 2 business lines at Brainlyne, serving 150+ university applicants a year alongside 15 educational travel programs, and coordinated a 15-person sales team. Built the sales process behind a 1,500-lead campaign, recruited 4 agents, and set the enrollment forecasts, pricing, and budgets the team worked to. Spent 3 years on research at NYU Abu Dhabi in brain organoid vascularization, microfluidic device design, and AI-assisted laboratory robotics. Applied that work to problems needing structured analysis, cutting hypoxic regions in brain organoids by 30% and doubling experimental throughput through device redesign. Fluent in English, Arabic, and French. **Available for both FTE & FTC engagements, call me to discuss business objectives, direction, & challenges.**

EXPERIENCE

Sales Executive (FTC)

Fortis Digital Solutions — **Dubai, United Arab Emirates | August 2026 - Present**

- Managed 120 merchant leads and accounts across the Value Added Services line: payments, SmartPOS, and digital loyalty.
- Made 90-120 client calls daily, hitting 70-80% of monthly KPIs against a target of 30 deals.
- Retained merchants by investigating inactivity and pricing objections, then negotiating renewals, discounts, and extensions.
- Contributed to daily revenue through new sales, renewals, and upselling, with accounts topping 50% of team revenue on some days.
- Compared Network International, NeoPay, Mercury, and Paymob on transaction rates, settlement timelines, and onboarding needs.
- Priced quotations and proposals for restaurants, retailers, and multi-branch merchants across devices, loyalty, and subscriptions.
- Resolved merchant issues with finance, onboarding, and technical teams on payment links, settlements, and account activation.
- Tracked opportunities, account histories, objections, and renewal deadlines in HubSpot, flagging recurring issues and fixes.

Program & Sales Executive

Brainlyne — **Rabat, Morocco | December 2024 - August 2026**

- Ran 2 business lines: admissions advising for 150+ students a year, and 15 educational trips a year of 25-50 participants.
- Coordinated a sales team of 15 agents on performance, lead follow-ups, conversion rates, and enrollment targets.
- Recruited 4 sales agents, then trained the team on qualification, objection handling, CRM use, and follow-up discipline.
- Built the sales process behind a 1,500-lead campaign, plus enrollment forecasts, pricing, sales targets, and budgets.
- Modeled lead allocation in Excel, Google Sheets, and Pipedrive, and tracked conversion against target.
- Reviewed objections and lost opportunities to pinpoint weaknesses in the sales process and recommend fixes.
- Analyzed marketing campaigns, lead quality, and enrollment patterns to redirect outreach, messaging, and follow-up.
- Supervised 3 international trips in person, including 2 to the United States, and ran further trips remotely.
- Oversaw trip planning, budgets, accommodation, transport, vendors, and advising through a network of 30 tutors.
- Represented Brainlyne at ICEF Berlin and ICEF Dubai, meeting 40 prospective international education partners.
- Reviewed affiliate agreements, commission structures, and admissions procedures with new university partners.

Educational Consultant

Brainlyne — **Rabat, Morocco | July 2022 - December 2024**

- Advised Moroccan students and families on university admissions, scholarships, and financial aid across the US and Europe.
- Mentored 50+ students on shortlists, application strategy, personal statements, interviews, and SAT and TOEFL preparation.
- Contributed to offers from NYU Abu Dhabi, Northwestern Qatar, Duke Kunshan, and Constructor University, with partial to full funding.
- Handled student and parent communication in Arabic, French, and English across consultations and group information sessions.

PROJECTS

Brain Organoid Vascularization & Microfluidic Devices | New York University Abu Dhabi

Research Assistant • February 2023 - May 2026

- Ran 3 years of research on brain organoid vascularization and organ-on-chip systems, maintaining cultures up to 60 days.
- Cut hypoxic regions in day-40 organoids by 30% through a 15% glucose increase, better oxygenation, and shaking at 55 rpm.
- Co-designed 4-channel PDMS microfluidic devices that doubled throughput, using AutoCAD, soft lithography, and plasma bonding.
- Wrote laboratory protocols that cut researcher onboarding time by an estimated 50%, and trained 6 junior researchers.

AI-Assisted Laboratory Robotics & Protein Design | New York University Abu Dhabi

Research Assistant • May 2026 - July 2026

- Set up the lab's first digital-twin environment for a new xArm6 robotic arm, configuring MuJoCo, Python, and the robotic API.
- Engineered prompts turning natural-language instructions into robotic commands for pick-and-place, tube handling, and inspection.
- Traced collision risk to open-ended prompting, then constrained commands and clearances, lifting safe heights to z1050-z1100.
- Executed a revised 7-command simulation producing 782 rendered frames with no unintended object displacement.
- Planned Opentrons OT-2 pipetting workflows and explored AI-assisted protein design with RFdiffusion and Google Colab.

Brand Prospecting & Outbound Campaign | Trifid Media
Sales & Marketing Associate • May 2025 - July 2025

- Identified 20-30 potential client brands daily by researching influencer advertisements and sponsored collaborations.
- Built targeted prospect lists in Apollo and LinkedIn, sourcing founders, marketing managers, and decision-makers.
- Ran 50-60 outbound contacts daily with pitches personalized to each brand, qualifying prospects for sales discussions.

Campus Partnership Proposal Development | NxtGen Launch
Sales & Marketing Associate • June 2026 - July 2026

- Researched UAE fitness and wellness companies, mapping decision-makers, competitors, and acquisition opportunities.
- Segmented prospects by audience and service offering in GoHighLevel and Google Sheets, building CRM-ready contact lists.
- Developed the NxtGen x KIKO Milano campus masterclass proposal, including the pitch, student workbook, and quiz concept.

Paper-Based Microfluidic Biosensor Development | New York University Abu Dhabi
Undergraduate Research Assistant • September 2022 - February 2023

- Fabricated paper-based microfluidic chips for Gingipain enzyme detection using CAD, wax printing, wax diffusion, and lamination.
- Tested 6 combinations of channel length and liquid volume to compare fluid distribution and identify design limitations.
- Found that 10 microliter samples leaked beyond intended channel boundaries, then redesigned 2 layouts at 8 cm and 12.1 cm.
- Investigated microfluidic valves and origami-inspired actuation as methods of controlling how far liquid traveled.

APPOINTMENTS

Next Generation Biosecurity Delegate
Nuclear Threat Initiative • Geneva, Switzerland • August 2024

- Selected as 1 of 10 international delegates, and the only undergraduate, for the Next Generation Biosecurity Delegation.
- Researched biosecurity risks in synthetic biology and dual-use biotechnology, presenting a poster on global biosecurity.
- Debated policy with diplomats, policymakers, and experts during the Biological Weapons Convention meetings in Geneva.

EDUCATION

Bachelor of Science in Bioengineering
New York University Abu Dhabi

CERTIFICATIONS

AI-Powered VC Deal Sourcing
Extern / igniteXL Ventures

Data Science: R Basics
HarvardX

Responsible Conduct of Research
CITI Program

SKILLS

Business Analysis | Market Research | Competitor Analysis | Data Analysis | Data Visualization | Financial Modeling | Budgeting | Forecasting | Pricing Strategy | Margin Analysis | KPI Tracking | Performance Reporting | Sales Funnel Analysis | Pipeline Management | Account Management | Client Retention | Negotiation | Business Development | Partnership Development | Proposal Development | Program Management | Process Improvement | Stakeholder Management | Sales Training | Recruitment | Microsoft Excel | Google Sheets | PowerPoint | HubSpot | Pipedrive | GoHighLevel | Python | MATLAB | C++