



Marybelle Cherfan

● ABOUT ME

PhD Student specializing in Human Rights, Global Politics, and Sustainability at Scuola Superiore Sant'Anna with a focus on leveraging Artificial Intelligence to enhance Electoral Integrity. Program Coordinator of a Master's Program in Electoral Policy and Administration. Experienced in Electoral Policy and Human Rights with extensive background in data analysis and program coordination.

● WORK EXPERIENCE

01/12/2020 – CURRENT Pisa, Italy

PROGRAMME COORDINATOR (SSA & UNITAR) - MASTER IN ELECTORAL POLICY AND ADMINISTRATION SCUOLA SUPERIORE SANT'ANNA

- Supporting the programme Director in managing program administration, coordinating with university offices, and ensuring smooth operations.
- Contributing to the realignment and refinement of the curriculum of the multi-language programme (English, Arabic, French, and Portuguese) in collaboration with the UN Institute for Training and Research, focusing on electoral policy and administration.
- Leading research initiatives and webinars focused on contemporary challenges and trends in electoral policy, with a particular emphasis on social media influence and digital literacy for informed voting.
- Assisting students partaking in the MEPA program and monitoring their attendance and performance.
- Assisting in the preparation of tender documents, brochures, guidelines and recording meeting minutes.
- Establishing effective communication with candidates, students, authors, experts, alumni, and key stakeholders (International Idea, ECES, Italian MOFA, Tipik, Embassies, etc.), preparing documents, reports, and promotional materials.
- Managing and expanding the program's social media presence across platforms (Facebook, Instagram, LinkedIn, YouTube), creating and curating content, making promotional videos, and monitoring online community interactions to increase program visibility and participation.
- Co-supervising student theses that delve into the intersections of social media and electoral processes, the role of artificial intelligence in elections, and strategies for maintaining electoral integrity in the digital era.
- Liaising with relevant organizations and stakeholders to explore collaboration opportunities.
- Researching and identifying initiatives and funding sources to sponsor students from developed countries.
- Collaborating with relevant organizations and stakeholders to explore scholarship opportunities and financial support options, and developing proposals and presentations to pitch the program's benefits and seek sponsorship for eligible candidates.

01/07/2020 – CURRENT Pisa, Italy

FACILITATOR (ARABIC, FRENCH & ENGLISH) - MASTERS IN ELECTORAL POLICY AND ADMINISTRATION SCUOLA SANT'ANNA

- Conducting assessments of students' assignments and delivering constructive feedback, highlighting areas for improvement and providing guidance on addressing them effectively.
- Responding to inquiries from participants regarding module content or related assignments, ensuring clear understanding and facilitating their learning process.
- Facilitating interactive discussions among participants, encouraging debates, and stimulating critical thinking by asking thought-provoking questions, especially on topics related to voter education in the digital age.
- Translating sections of the Programme Modules from English to Arabic, enhancing accessibility for Arabic-speaking participants and broadening the reach of digital democracy concepts.

- Updating and revising modules, archives, and materials to maintain relevance, accuracy, and ease of accessibility for participants.
- Contributing to the continuous improvement of the training program by integrating relevant updates to the curriculum, particularly those addressing the dynamics of misinformation, digital campaigns, and online voter behavior analysis.

09/2023 – 01/2024 Pisa, Italy

RESEARCH CONSULTANT - ELECTORAL PARTICIPATION AMONG MOBILE EU CITIZENS FOR THE 2024 EUROPEAN PARLIAMENT EUROPEAN COMMISSION DIRECTORATE-GENERAL FOR JUSTICE AND CONSUMERS

- Tasked with developing a strategic research framework to analyse EU diaspora voting patterns and demographics in the EU Parliament Elections. The research aimed to support the European Commission's communication strategy for enhancing electoral participation among EU nationals residing in other Member States and the UK. The project outcomes were intended to guide targeted outreach and awareness efforts for the 2024 European Parliament elections.

01/05/2020 – 30/08/2020 Italy

COORDINATOR & HEAD TRAINER EDUMIGRANT

- Spearheaded curriculum initiatives focused, among others, on Human Rights, social media and Electoral Education for vulnerable populations.
- Incorporated social media tools and digital strategies to reach and educate broader audiences.
- Identified and collaborated with expert facilitators to enhance course materials, ensuring their effectiveness in training individuals from vulnerable categories.
- Provided ongoing support and guidance to trainers, offering feedback and assistance in delivering impactful training sessions for vulnerable populations.
- Actively participated in the realignment of the curriculum to reflect evolving best practices and emerging trends in the field of training for vulnerable populations.
- Collaborated with relevant stakeholders and experts to incorporate their insights and expertise into the curriculum design and training delivery, ensuring inclusivity, empathy, and sensitivity.

02/01/2015 – 14/01/2020 Beirut, Lebanon

TRAINER & DATA ANALYST GENERAL SECURITY - GOVERNMENTAL AGENCY

- Conducted Training of Trainers (TOTs) for a series of diverse governmental agencies and military institutions, including the Lebanese Armed Forces, Internal Security Forces, and General Security, with a specific focus on Human Rights, Border Management, Gender Studies, ICT use and Social Media in French, Arabic, and English.
- Implemented scenario-based learning methodologies to deliver customized, context-contingent training that addressed the specific needs and challenges of the trainees.
- Designed and implemented online modules using Moodle/Wordpress for the aforementioned courses, facilitating flexible and accessible training delivery to enhance learning outcomes.
- Translated official documents pertaining to Border Management Procedures, Visa Procedures, and other General Security (GS) processes to ensure accurate understanding and effective enforcement.
- Developed a comprehensive cross-platform content strategy and translated Arabic content from the official website into French and English, improving accessibility and expanding the reach of border management information.
- Provided hands-on training and tutorials to military and paramilitary personnel, as well as executive officers, enabling them to effectively utilize software applications such as Excel, Word, PowerPoint, Outlook, Access, and social media marketing tools.

2015 – CURRENT

FREELANCER (TRAINER / INSTRUCTIONAL DESIGNER / TRANSLATOR)

- Trained in Human Rights, ICT use, Social Media and so forth
- Drafted Minutes for European Commission Meetings
- Translated Guidelines for electoral assistance to AU member states
- Digitalized Offline Training Courses (via an authoring tool such as Rise 360) and migrated the digitalized courses to an LMS platform (such as Moodle), adding corresponding conditions for course completion and corresponding badges/assignments, and so forth.

20/05/2019 – 05/01/2020 Lebanon

LECTURER IN BUSINESS STATISTICS USING EXCEL SAINT JOSEPH UNIVERSITY - HIGHER INSTITUTE FOR INSURANCE SCIENCES

- Developed a customized module for statistics via Excel in cooperation with Marketing Research Professor
- Planned and implemented lessons and assignments
- Reviewed Students' performance and provided Constructive Feedback

10/05/2017 – 01/10/2018 Paris (Remote) , France

DATA ENTRY ANALYST KEEWARD - DIGITAL MARKETING COMPANY

- Uploaded content manually and automatically on WordPress / Fb Market
- Filtered data and identified trends or patterns in complex data sets
- Analysed data sets and identified any corresponding errors/gaps
- Orienting pages and data sets to ensure Search Engine Optimization

01/01/2015 – 25/09/2019 Lebanon

ACADEMIC TUTOR TUTORING CENTER

- Implemented learning modules adequate to the educational needs and competencies of individual students or groups of students.
- Trained in Sociology and Economics
- Designed & delivered customized Microsoft Training sessions on Excel, PowerPoint, Word and Access
- Tutored Students in English and French

01/07/2013 – 15/09/2013 Lebanon

INTERNSHIP ROBERT KARAM - LAW OFFICE

- Researched and analysed background information for different cases
- Conducted administrative work such as filing, reporting, meeting minutes and data entry

● **EDUCATION AND TRAINING**

01/09/2023 – CURRENT pisa, Italy

PHD STUDENT - PHD IN HUMAN RIGHTS, GLOBAL POLITICS AND SUSTAINABILITY The Scuola Superiore Sant'Anna

Website <https://www.santannapisa.it/it/formazione/phd-human-rights-global-politics-sustainability> |

Thesis Leveraging Artificial Intelligence in the Pre-Electoral Phase to Foster Electoral Integrity: A Human Rights Perspective

01/2019 – 01/2020 Lebanon

TRAINING OF TRAINERS IN BORDER MANAGEMENT AND HUMAN RIGHTS International Centre for Migration Policy Development

The main Objectives included:

- Raising awareness on Gender Equality and Human Rights with a focus on Border Management.
- Promoting Lebanese security agencies' awareness of and reactivity to Trafficking in Human Beings (THB)
- Addressing the needs of Migrants in Vulnerable Situations and potential victims of THB.
- Promoting a Gender and Human Rights lens pertaining to the design and implementation of Border Management and related services.

Website <https://www.icmpd.org/home/>

15/01/2020 – 13/05/2021 Pisa, Italy

MASTER IN HUMAN RIGHTS AND CONFLICT MANAGEMENT Scuola Superiore Sant'Anna

- Courses included: International Law, Conflict Studies, Disaster Law, Human Rights Field Operations, Peace Keeping Operations, International Project Development, Accounting for Missing Migrants and First Aid

Website <https://www.santannapisa.it/it/formazione/master-human-rights-and-conflict-management> |

Final grade Thesis Grade: 95/100 |

Thesis Electoral Integrity in the Digital Age: ICTs as a Double-Edged Sword in the Pre-Electoral Phase

06/2018 – 07/2018

SOCIAL MEDIA MANAGEMENT COURSE Expert: Patrick Chemali Founder of Sharp Lemon - Project funded by the European Commission

- Completed a comprehensive course covering strategies for effective social media management, content creation, and audience engagement across various platforms.
- Acquired skills in utilizing social media for public awareness campaigns and voter education in the digital age.
- Acquired skills in Crisis Communication and Communication for Public Entities and Security Forces.

14/09/2016 – 25/07/2017 Mathaf, Lebanon

MASTERS IN DIGITAL ECONOMY AND WEBSOURCE Saint-Joseph University

Valedictorian

- Courses included: Econometrics, Network Economy, Advanced Digital Economy, Financial Planning, International Finance, Leadership and Communication, Digital Technologies, Social Media, Web Business Models, Digital Law, ICT and Economic Change, Research Methodology and Harvard Referencing System

Website <https://usj.edu.lb/fse/matieres.php?id=17915&code=012ENAPM2> |

Final grade Semester Average: 16.94; Thesis Grade: 17/20 |

Thesis CONTEXT-CONTINGENT E-GOVERNMENT ROADMAP: A Case Study of a Governmental Agency in Lebanon

20/09/2012 – 20/07/2014 France

BACHELOR IN ECONOMIC AND SOCIAL ADMINISTRATION University of Montpellier 1

- Courses included: Macroeconomy, Civil Law, Marketing, Accounting, Statistics, Management, Human Resources and Industrial Economy

Website <https://www.montpellier-management.fr/liste-des-formations/licence-administration-economique-sociale/>

● LANGUAGE SKILLS

Mother tongue(s): **ARABIC** | **FRENCH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
ITALIAN	B2	C1	B2	B2	B1
GERMAN	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Microsoft office(WordExcel Powerpoint Outlook) | Social Media Management (Social Ads) | operating system (Windows & Macintosh) | Web Design(WordPress, Wix) | Rise 360 | Articulate Rise | Moodle learning platform | Adobe Photoshop 2018 | iMovie for photography and videography

● **CERTIFICATIONS**

Certifications

- CSIRT / IT Governance
- Social Media Management
- Microsoft Office Specialist in Word, Powerpoint, Access, and Excel
- Cybersecurity Awareness
- Interdisciplinary Training of Trainers and delivery of training sessions on Managing Migration (Protection of Vulnerable Migrants)