

YASMINE BILAL EL MOUALLEM, IBCLC, PMH-C, MHFA

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PROFESSIONAL EXPERIENCE

Maakum for health awareness services 2022 - Present

Founder & Owner

Develop tailored consultations and engaging health awareness content.

Maternally

Concept Created 2020 - Present

Founder

I lead operations and brand management, supervise resources and finances, build strong stakeholder relationships, and drive innovative services, ensuring alignment with our core values.

Accomplishments:

- Expanded Maternally internationally: Sharjah, UAE (2023 – 2024) London, UK (2023 – Present).
- Winner of Gender Responsive Innovation Challenge (GRIC) - UNICEF Venture Fund, EXPO 2020 grand prize, Bidaya Program finalist, FemTech Accelerator top 3, and LBS Incubator.
- Featured in media outlets, including The National, Wamda, Pulse 95 Radio, and Femtech Insider.

Al Noor Training Centre

2014

Fundraising Executive

Established strategic partnerships, enhanced awareness, and foster success of fundraising events.

Fitra International – Chalhoub Group

2007 – 2009

Marketing

- Developed marketing plans and communicated merchandising guidelines.
- Coordinated impactful launch events and training sessions, expanding brand presence.
- Fostered key relationships, strengthening market connections and driving collaboration.

Customer Service

2004 – 2006

- Managed logistics, maintained customer communication, and collaborated on successful events.
- Enhanced stock management for timely order fulfillment and shipment clearance.

Royal Horizon

2003

Marketing Executive

Executed retail marketing, product analysis, and launch planning; supported surveys, promotions, events, and corporate sales.

VOLUNTEERING EXPERIENCE

Madrasa e-Learning Platform - Mohammed Bin Rashid Al Maktoum Global Initiatives

2017 – 2018

Volunteer Translator

Latifa Women and Children Hospital - DHA

2016 – Present

IBCLC, PMH-C Volunteer

Breastfeeding Friends Society of Supreme Council for Family Affairs

2016 – Present

Member & Volunteer

- Lecturer and judge; continuing education initiatives; events; and localization and translation.
- Contribute to strategic decisions as a member of the Scientific Committee.

Al Noor Training Centre

2015 – 2019

Volunteer

I supported the organization's mission through various events and initiatives.

DEGREE

American University of Sharjah (AUS)

B.S.B.A. in Management & Marketing

STRENGTHS AND EXPERTISE

Leadership & Award-Winning Innovation
Public Speaking, Training & Partnerships
Branding, Media & Event Coordination

CERTIFICATES

Perinatal Mental Health Certificate (PMH-C)

International Board Certified Lactation Consultant (IBCLC)

Adult-to-Adult Mental Health First Aid (MHFA)

Leadership in Healthcare Management - Harvard Medical School

Breastfeeding Counselor Certificate

ADDITIONAL INFORMATION

Languages

Fluent: Arabic and English

Fair: French

Interests

Volunteering, reading and writing, art

References are available on request.