

Abbad Diraneyya

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WORK EXPERIENCE

Wikimedia Foundation

Knowledge Manager, Strategy

July 2022– September 2023

San Francisco, CA (remote)

- Trained and led a team of seven members to build an information & knowledge base for Wikipedia's strategy:
 - Facilitated dozens of workshops to collaboratively capture best practices for process improvement.
 - Built a system to routinely document and reapply data & lessons learned from hundreds of projects.
- Maintained a database of strategic initiatives, their documentation, metrics and progress:
 - Designed a data model architecture to collect consistent metrics across the organization's strategy.
 - Enabled senior management decisions on a 2 million USD strategy fund by providing key data insights.
- Co-created Wikipedia's 2020-23 digital strategy implementation plan, defining measurable Key Performance Indicators (KPIs) that led to launching an innovation accelerator, transforming user experience and more.

Wikimedia Foundation

Information & Knowledge Management Coordinator

July 2019 – June 2022

San Francisco, CA (remote)

- Informed ~50% of Wikipedia's 2030 digital strategy plan, by building a system to analyze, distill & visualize patterns from 2 million words of complex text data, in 20 languages using: Excel, Powerpoint, Qualtrics, etc.
- Led to 40% increase in the findability and views of information by conducting user experience research, analyzing results from interviews, implementing information architecture changes, and assessing the results.

Edraak

Course Management Intern

June 2019 – July 2019

Amman, Jordan

- Framed the topics and content of half a dozen MOOC courses through a market research on 100 competitors.

MIT Technology Review Arabia

Writer

Feb. 2019 – Jul. 2019

Dubai, UAE (remote)

- Wrote weekly content on leading technology startups through research, interviews and creative presentation.

VOLUNTEER EXPERIENCE

Wikimedia Levant

Chief Coordinator

May 2017 – May 2022

Amman, Jordan

- Managed a +50K USD partnership between Google and Arabic Wikipedia, Project Al-Ma'refa, from conception to execution, by: setting goals, facilitating a team, allocating budget, selecting success metrics, & tracking results.
 - Deliverables included: hundreds of new volunteer recruits, and over 10 million words in content.

EDUCATION

Columbia University

Master of Science: Information & Knowledge Strategy | 4.16 GPA

December 2024

New York, NY

- Created a digital maturity model and analytics needs evaluation of Wikipedia (Digital Transformation course).
- Presented an innovative localization product business case that Wikipedia is looking into adopting (AI course).
- Contributed 50% of Python code for text data cleaning, vectorizing, visualization, and machine learning training from a 5,000 syllabus corpus to mine correlations of pedagogical activities & learning outcomes (NLP course).

University of Jordan

Bachelor of Arts: English Language & Literature | 3.75 GPA

September 2021

Amman, Jordan

- Awarded Erasmus+ exchange scholarship by the University of Cologne, acquiring a B1 German certificate.

SKILLS & INTERESTS

- **Skills:** Knowledge management; analytical thinking; logic models; strategy; user research; quantitative & qualitative data analysis; Excel; Google Suite; Python; natural language processing; Arabic (native); German (B2)
- **Interests:** Writing fiction; learning languages; board games; hiking; wildlife; volleyball; Lord of the Rings