

# JOELLE EL HABER

## CONTACT

- +961 78 88 34 65
- [joellehabr98@gmail.com](mailto:joellehabr98@gmail.com)
- Beirut, Lebanon

## SKILLS

- Proficiency in creating reports, dashboards, and analyzing KPIs.
- Excellent communication and interpersonal skills.
- Understanding of sales processes and techniques.
- Ability to identify and resolve issues effectively.
- Efficient time Management.
- Ability to manage multiple projects and priorities.
- Strong understanding of Google Workplace and all MS office tools.
- Familiarity with tools like Mailchimp and Klaviyo.

## LANGUAGES

- Arabic: Native
- English: Fluent
- French: Fluent
- Italian: Basics

## EDUCATION

**B.A. IN PSYCHOLOGY** 2024 - PRESENT  
Lebanese University

**BACHELOR OF BUSINESS ADMINISTRATION** 2016 - 2020  
**MANAGEMENT - MINOR HR**  
Sagesse University ULS

## WORK EXPERIENCE

**MHS Horeca Supplies** AUG. 2023 - FEB. 2025  
**Marketing & Community Specialist**

- Developed and executed integrated marketing strategies, leading to an increase in brand visibility and growth in sales.
- Managed multi-channel campaigns across digital, social, and print platforms to boost engagement and customer retention.
- Addressed customer feedback with empathy and speed, strengthening brand relationships.
- Produced data-driven reports to support marketing decisions.
- Led branding initiatives to enhance company presence and coherence.
- Managed company presence at Horeca exhibition, focusing on lead generation and client interaction

**GS HSTCO** MAY. 2022 - JUL. 2023  
**Marketing & Community Executive**

- Planned and executed digital marketing campaigns aligned with business goals.
- Analyzed website and social media traffic to optimize performance and user experience.
- Conducted market research and competitor analysis to inform content and outreach.
- Built and maintained brand presence through consistent, value-driven messaging.
- Curated newsletters and social content tailored to audience needs and engagement patterns.

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## INTERESTS

- Teaching & practicing Yoga.
- Psychology.
- Art.
- Reading.
- Camping.

## WORK EXPERIENCE

### VZBLT / CNEPHO

JUN. 2020 - MAY. 2022

#### Account & Community Manager

- Developed and implemented social media strategies to strengthen brand voice.
- Maintained strong client relationships and supported new business opportunities.
- Managed content creation, scheduling, and community responses across platforms.
- Led project execution from briefing to delivery, ensuring client satisfaction.
- Analyzed engagement metrics and presented insights to improve communication outcomes.

### ZARA (Azadea Group)

JAN. 2017 - MAY. 2020

#### Sales Associate / Assistant shop manager trainee

- Delivered outstanding customer service through attentive and solutions-oriented support.
- Monitored sales trends and customer behavior to inform team strategy.
- Supported team development through coaching, and performance follow-ups.
- Assisted in managing stock and sales operations, including visual merchandising and cash handling.