

Joelle Harajly

Customer-focused professional with 11+ years of experience in CRM and content operations. Proven ability to lead teams, develop customer service strategies, and implement quality assurance programs. Skilled in content creation, optimization, and translation, leveraging SEO and AI for maximum impact. Adept at managing CMS platforms and analyzing data to improve content performance.

EXPERIENCE

I. Content Operations Specialist

September 2024 - Present, Qareb | Full Time

Saudi Arabia, Remote

- Create, review, translate, and optimize content for the website and app.
- Ensure content is accurate, engaging, and aligned with brand objectives.
- Leverage AI tools to enhance content creation and optimization.
- Manage CMS, including content updates and product management.
- Rename and restructure product titles and descriptions to improve SEO.
- Monitor and analyze content performance metrics (engagement, conversions, rankings).
- Collaborate with marketing, design, and product teams to ensure content alignment.

II. CRM Supervisor

September 2021 - August 2024, Qareb | Full Time

Saudi Arabia, Remote

- Manage the development and implementation of CRM strategies and customer growth programs.
- Provide reports on customer feedback/complaints reports to Management.
- Control and follow up all communication channels.
- Planning and implementing customer relationship management strategies that will encourage customers and retain their loyalty.
- Follow-up and implementation of high-quality CRM services.
- Follow-up sales and daily CRM procedures.

Lebanon

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SKILLS

Computer Skills

- Google Workspace
- Microsoft Office 365

Programming Skills - SQL, Beginner

- Tableau, Beginner
- Power BI, Beginner

LANGUAGES

- Arabic, Native Tongue - English, Fluent
- French, Beginner

CERTIFICATES

- Google Data Analytics Specialization - Coursera
- Practical Digital Marketing - Practical Accounting Academy
- SQL - Practical Accounting Academy
- Data Analyst Masters Program - Simplilearn

III. Referral Officer

February 2022 – July 2022, Mercy Corps | Daily Worker

Beirut, Lebanon

- Assisting in handling 3assama3 hotline and ensuring all calls are received and responded to
- Record all feedback received through the hotline into the CARM database, using the relevant templates and forms
- Follow the required procedures for all feedback received that pertains to requests for assistance
- Ensure confidentiality for all the complaints and feedback received through the hotline and protect beneficiaries' identity at all times.

IV. Data Entry Clerk

July 2021 – September 2021, Grant Thornton Lebanon | Project

Beirut, Lebanon

Worked on the Lebanon National SMART Survey Project funded by UNICEF

- Converted data from hard copy into computer files/database systems
- Created spreadsheets with large numbers of figures and updated existing data
- Verified data accuracy by comparing it to source documents
- Performed regular backups to certify data preservation
- Sorted and organized paperwork after entering data to guarantee it is not lost
- Took notes and reported problems encountered to the supervisor
- Reviewed data for deficiencies or errors and corrected any incompatibilities
- Researched and obtained further information for incomplete documents.

V. Customer Success Specialist

March 2021 – June 2021, Engleaze.com | Full Time

United Arab Emirates, Remote

Engleaze is an EdTech company delivering English learning classes synchronously (live) online taught by a team of expert teachers

- Responsible for cultivating and maintaining strong relationships within assigned accounts through monthly check-ups ensuring high levels of customer satisfaction leading to strong renewals and growth opportunities.
- Onboarding and training of new clients
- Improve and sustain business growth.
- Train customer support representatives.

VI. Data Analyst

April 2021 – June 2021, Engleaze.com | Full Time

United Arab Emirates, Remote

- Use data collection and analysis to improve the customer experience
- Analyzing data using statistical techniques and providing reports
- Filtering and cleaning data
- Working with management to prioritize business and information needs
- Locating and defining new process improvement opportunities

VII. Customer Service Representative

March 2018 – October 2021, Touch Lebanon | Full Time

Beirut, Lebanon

Touch is the leading mobile operator in Lebanon

- Keeping records of customer interactions, transactions, comments and complaints.
- Providing feedback on the efficiency of the customer service process.
- Ensure customer satisfaction and provide professional customer support.
- Handle customers' inquiries, complaints and requests at touch's headquarters and by chat through touch's platform E-chat
- Receiving payments and issuing receipts, and keeping track of all cash and credit transactions

VIII. Contact Center Representative

August 2013 – March 2018, Teleperformance Lebanon | Full Time

Beirut, Lebanon

As a notable recruitment agency, Teleperformance played a key role in sourcing top-tier talent for Touch, the leading mobile operator in Lebanon

- Handle customer inquiries, complaints, billing questions and payment extension/service requests.
- Calm angry callers, repair trust, locate resources for problem resolution and design best-option solutions.
- Interface daily with internal partners in accounting, field services, new business, operations and consumer affairs.

EDUCATION

I. BA in Management Information System

2015 - 2018

Lebanese International University, Lebanon

II. Graduate in Sociology & Economics

Year of 2013

Saint Georges School, Lebanon