

Christelle Sami Mechleb

Baabda, Lebanon

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Objective

Marketing and Communication master's student with proven communication, management and organizational skills.

Seeking a position in the marketing field to input creative ideas and help the company to maintain its competitive advantage.

Experience

July 2021 - PRESENT

My Force Course, Lebanon– *Social Media Assistant (part time)*

- Manage social media accounts for better reach
- Coordinate with the CEO to manage campaigns
- Continuously improve customers' experience in order to maintain competitive advantage
- Update client's database to reach targeted clients
- Forecast Social Media Budgeting and report it to the CEO

December 2015 - PRESENT

BLC Bank SAL, Lebanon– *Credit Control and Reporting Officer*

- Controlling and reporting the Central Des Risques (CDR) monthly report
- Reporting the "Subsidized loans" in accordance with Banque Du Liban
- Reporting the "Above one million Portfolios"
- Report to the Board Committee Distributing the minutes of meeting and the committee decisions
- Conducted training sessions for all bank's CSOs and sales manager to launch the Central Des Risques new generation in accordance with Banque Du Liban

Education

September 2020 - December 2021

ESA Business School, Lebanon– *Master degree in Marketing and Communication*

Relevant subjects: Marketing Strategy, Digital Communication, Quantitative and Qualitative Studies, Distribution, Selling and Consumer Behavior, Digital Marketing Planning, Promotions and Data-Driven Marketing, Strategic Brand Management, Innovation Strategy.

September 2015 - July 2017

Universite Saint Joseph De Beirut, Lebanon– *Master degree in Audit and Accounting*

September 2012 - July 2015

Universite Saint Joseph De Beirut, Lebanon– *Bachelor Degree in Business Administration and Management*

Certifications

Certificate in "Social Media MARKeting Mastery" - Udemy

Workshop on Digital Marketing at Morgan International

TOEFL IBT test at Amideast

Certificate of Achievement in Microsoft Excel Advanced level

Languages

Arabic (Native), English (Advanced), French (Advanced).