

Yasmine Naji *Community Manager*

📍 Hamra, Beirut, Lebanon ✉ yasminemnaji162@gmail.com ☎ 96176926490 🌐 Yasmine Naji

Professional Experience

John Achkar, Part Time Community Manager

Apr 2024 – present
Beirut, Lebanon

- Execute social media campaigns aligned with marketing strategies
- Manage customer interactions and comments across platforms
- Create and maintain content schedules for Instagram, TikTok, and YouTube

Beirut Digital District (BDD), Space and Events Coordinator

Mar 2024 – Apr 2024
Beirut, Lebanon

- Managing event logistics, coordinating with vendors, supervising setup and teardown, and ensuring seamless event operations, averaging 5 events per day.
- Establishing and maintaining strong relationships with clients, stakeholders, and vendors, providing exceptional customer service, and resolving issues effectively.
- Demonstrating problem-solving skills, adaptability, and attention to detail in managing challenges, ensuring successful event outcomes, and exceeding expectations.

AlGooru

Project Engagement Specialist

Jan 2024 – Feb 2024
Riyadh, Saudi Arabia

- Collaborated with the Growth team to execute successful live streams, achieving a milestone of 15 live sessions
- Efficiently gathered required data from over 600 tutors for the Engagement team, ensuring comprehensive insights for strategic planning.
- Produced over 30 educational videos for social media platforms featuring our tutors, enhancing engagement and outreach efforts.
- Developed strategies to enhance communication with our tutors, fostering stronger engagement and collaboration.

Customer Support Representative

Oct 2022 – Dec 2023
Riyadh, Saudi Arabia

- Developed comprehensive policies to guide operational procedures, ensuring consistency and compliance across the organization.
- Successfully redesigned and optimized the support ticketing system, enhancing the efficiency and effectiveness of handling customer and tutor inquiries, complaints, and escalations.
- Effectively managed customer queries, complaints, and escalations across multiple communication channels, handling approximately 20 support tickets and 60 chats per day.

Customer Excellence Representative

Jul 2022 – Sep 2022
Riyadh, Saudi Arabia

- Attained seamless coordination with the Head of Customer Experience to conceptualize and establish the CX team, defining clear objectives, tasks, and necessary positions for effective implementation and alignment with company goals.
- Accomplished a 66% matchmaking rate by diligently pairing tutors with students, whether sourced internally or externally.
- Achieved seamless handling of bi-weekly tutor payments in close coordination with the finance team.
- Efficiently coordinated payment settlements for retained, upsold, and cross-sold packages, utilizing tap or bank transfers to ensure precise and prompt financial transactions.
- Skillfully managed customer and tutor queries, complaints, and escalations through WhatsApp and phone calls, ensuring timely resolution and maintaining high levels of satisfaction.

Tutor Community Intern

Jan 2022 – Jun 2022
Riyadh, Saudi Arabia

- Delivered a robust tutor database on Airtable for 300+ members within a week, empowering efficient management and tracking. Implemented streamlined applicant tracking, including screening and acceptance/rejection timelines, while consistently measuring acceptance and conversion rates for process optimization.
- Successfully conducted over 200 tutor applicant interviews, showcasing exceptional organizational and communication abilities.

- Revamped and optimized the tutor application, screening, and onboarding process, resulting in streamlined operations and improved efficiency.

Extra-Curricular activities

Advisory Board Member, YLP UNDP Lebanon

May 2021 – Dec 2022
Beirut, Lebanon

- Supported participants in developing their projects and addressed partners' needs.
- Assisted in content creation and social media management.
- Assisted in drafting onboarding documents and application forms, and interviewed new applicants.
- Planned and executed action and communication plans.

Mayor of Impact, The Volunteer Circle

Jan 2021 – Dec 2022
Beirut, Lebanon

Established connections between volunteers and NGOs through the Volunteer Circle, fostering collaboration and amplifying community impact.

Youth Volunteer Mentor, Injaz Lebanon

Feb 2020 – Dec 2021
Beirut, Lebanon

Delivered personalized guidance and mentorship to over 10 participants, empowering each individual to explore and implement innovative solutions during intensive innovation camps.

Youth Leadership Program Participant, 6th Cohort, YLP - UNDP Lebanon

May 2020 – Jan 2021
Beirut, Lebanon

- Participated in Injaz Lebanon trainings focusing on Sustainable Development Goals (SDGs), gaining insights into their impact.
- Acquired proficiency in design thinking and business planning through hands-on learning.
- Founded 'Experience Map,' a startup aimed at guiding high school students and locating fresh graduates

Education

Lebanese International University (LIU), Bachelor degree in Public Relations

2018 – 2021
Beirut, Lebanon

Courses

Wolfofbey Ecommerce Engine

Oct 2022
Beirut, Lebanon

- Comprehensive training in E-commerce strategies, covering product research, Shopify platform utilization, and effective Social Media Marketing techniques.
- In-depth understanding and practical application of Facebook Ads, with a focus on creating targeted and engaging campaigns.

This course equipped me with the skills needed to navigate the dynamic landscape of online business, providing a solid foundation in E-commerce operations and digital marketing strategies.

Skills

Microsoft Office | Airtable | Spreadsheet | Hubspot | Maqsam | Shopify | Canva | Notion | Customer Relationship Management (CRM) | Problem-solving and Conflict Resolution

Languages

English

(Highly proficient in speaking and writing)

French

(Limited working proficiency)

Arabic

(Native)

References

References are available upon request.