

CELINE EL MURR

Beirut, Lebanon

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Dynamic and goal-oriented marketing professional with over 10 years of experience in account and community management, pricing strategy, as a Purchasing Manager Assistant, and freelance marketing.

A proven track record in building strong client relationships, ensuring brand loyalty, and resolving challenges effectively. Passionate about building brands and executing marketing strategies that enhance customer experience and fuel business growth.

EXPERIENCE

Account Manager & Community Manager | Ets. Hagop Atamian, Beirut Lebanon

Sept, 2022 – present

Atamian is a prestigious distributor of international luxury and fashion watch brands

- **Create Content:** Develop visual content and manage social media presence, essential for brand visibility, storytelling, and customer engagement.
- **Manage Client Relationships:** Build and maintain strong client relationships to understand customer needs and ensure brand loyalty by handling the company's WhatsApp and Meta accounts.
- **Analyze Feedback & Report:** Collect, analyze, and present feedback, along with creating monthly reports.
- **Oversee E-commerce Operations:** Manage e-commerce orders and ensure a seamless customer experience, track shipments and address logistical challenges.
- **Track Inventory:** Monitor and manage inventory to ensure product availability and consistency
- **Coordinate Customer Service:** Handle customer inquiries and ensure timely resolutions, contributing to brand perception and customer satisfaction.
- **Support Sales:** Assist sales during peak periods in-stores ensuring operations and optimal performance during high-traffic times.

Pricing Strategist | Purchasing Manager Assistant | Co-Manager | Customer Service | Gesco SARL, Beirut Lebanon

Sept, 2016 – Sept, 2022

Mini Coop Sainte Thérèse is a supermarket operating under Gesco SARL, specializing in the FMCG industry.

- **Pricing Strategy:** Determined optimal pricing for new and existing products by analyzing customer segments, product lifecycle stages, and pricing elasticity, ensuring competitive positioning and profitability.
- **Profit Margin Optimization:** Enhanced profit margins by balancing revenue growth with customer value perception, aligning pricing strategies with market dynamics.
- **Procurement Support:** Assisted in procurement activities, including sourcing, vendor communication, and order processing.
- **Operations Management:** Collaborated with the manager to oversee daily store operations, maintaining a smooth workflow and ensuring efficient customer service.
- **Customer Service Excellence:** Addressed customer inquiries and resolved issues promptly, ensuring a high level of satisfaction and loyalty.

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Marketing Freelancer | Website Builder | Wyld.Fits (Iraq) | Skilleb (France) | Lichaa (Lebanon)

Jan, 2021 – present (remotely from Beirut)

- **Wyld.Fits:** Managed accounts, created content, and built the website for a small business, overseeing the entire social media strategy and execution, ensuring consistent branding, audience engagement, and a smooth user experience. [Visit Website](#)
- **Skilleb:** Conducted market research for a startup based in Paris, France, helping to refine product offerings and develop targeted marketing strategies.
- **Lichaa:** Led the development of a product catalog, managing the end-to-end process from product photography to editing in Photoshop, overcoming initial software challenges to create high-quality visuals.

Statistical Interviewer | Statistics Lebanon, Beirut Lebanon

Jan, 2013 – May, 2016

Statistics Lebanon is a statistical company that manages projects for various clients, including organizations, companies, and more.

- **Phone Interviews:** Conducted in-depth telephone interviews with respondents, efficiently entering their responses into detailed questionnaires to gather valuable statistical data, reducing the time required to complete interviews without compromising accuracy.
- **In-Person Surveys:** Conducted live interviews in malls, engaging respondents and inputting their answers directly for immediate data collection.
- **In-Place Data Collection:** Performed on-site statistics collection at McDonald's, tracking customer traffic and analyzing purchase patterns over weekends to provide insights on consumer behavior.

EDUCATION

Master's in Business Administration (major Marketing) | Sagesse University

Sept, 2022 – Jul, 2025

Bachelor in Business Administration (major Marketing) | Sagesse University

Sept, 2016 – Jul, 2021

LANGUAGES

Arabic: Fluent in written, spoken, and comprehension.

English: Fluent in written, spoken, and comprehension.

French: Fluent in written, spoken, and comprehension.

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SKILLS

- Strong communication skills
- Creativity
- Customer service excellence
- Problem-solving
- Attention to detail
- Autonomous and team player
- Time management and multitasking
- Adaptability

CERTIFICATES

Maharat min Google Fundamentals of Digital Marketing Dec, 2020 | Link: <http://g.co/Maharat>

EXTRACURRICULAR ACTIVITIES

- Networking/Industry Events
- Photography

- **Event Planning**
- **Graphic Design**
- **Fashion**
- **Nature**
- **Self-help Books**