

Celine Moussa

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EDUCATION

Lebanese American University | Beirut, LEB

Expected: June 2023

Bachelor's in Business Studies, Major: Marketing

Cumulative GPA: 3.20 (Major GPA: 3.31)

- **Relevant coursework:** Introduction to Marketing (MKT201), Consumer Behavior (MKT203), E-marketing (MKT312), Brand Management (MKT337), Computer Application (CSC201)
- **Honours:** Distinction LAU (Spring 2022), Honours Student (Fall 2020, Spring 2021)

SKILLS

- Languages: English (native), Arabic (proficient)
- Excellent written communication skills
- Can work both independently and collaboratively
- Ability to work a flexible schedule
- Keen attention to detail
- Experienced with cloud-based apps such as Google Docs and Outlook
- Proficient experience with Excel, Microsoft Word and PowerPoint

WORK EXPERIENCE

Hostess, Diffa Group

April 2022 - present

- Attended 50+ events as a hostess
- Ensured clients received reliable and pro-active service
- Hosted guests in the most courteous and distinguished manner

Social Media Manager, Lurfies

2018 - present

- Corresponded with customers and explained the items
- Marketed Lurfies on Instagram and Facebook
- Worked on the front view of the Instagram page

CERTIFICATIONS

Inbound Marketing by Hubspot Academy

April 2022

- Attended and completed an online course
- Enhanced my knowledge on inbound approaches to creating content, using social promotion, converting and nurturing leads, and marketing to customers

POSITIONS OF RESPONSIBILITY

Volunteer, SAWA for Development and Aid

November 2018 - April 2019

- Contributed to school fundraisers in collaboration with SAWA
- Volunteered at a food kitchen with peers and refugee volunteers
- Organized clothing and food drives for Syrian refugees in Lebanon

Writing Mentor, Jusoora

November 2017 - April 2018

- Taught English to Lebanese high school students