

# Michel Chamoun

Customer Service Representative/Social Media & Marketing Assistant /Sales Associate  
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## SUMMARY

With a broad-based experience in customer service, marketing, social media, and sales. I offer you excellent skills in persuasion, the ability to adapt to customers' needs by matching them with the right solutions, and working in high-volume and deadline-based environments. I'm highly talented in resolving and servicing problems by clarifying customers' complaints and providing effective follow-up to ensure timely resolution. Exceptional technology skills combined with proven ability to deliver and manage solutions result in repeat business opportunities through word of mouth.

## EXPERIENCE

### Contact Center Officer and Key Account Coordinator

#### Ria Money Transfer

2024 - Present

- Exceeded quantitative metrics on customer satisfaction, customer retention, and inquiry volume.
- Coordinate with operations and onboarding teams to reduce onboarding time by 15% when interaction with customers and suppliers and to ensure clients have a smooth onboarding experience.
- Maintained up-to-date customer records in HubSpot CRM while interacting with customers across email, phone, and implementation of new social media strategy.
- Resolved 80% of customer complaints and transaction errors, leading to a 30% decrease in escalated issues.

### Customer Service Representative

#### UNHCR, UNICEF, WFP

2019-2023

- Conducting 50+ customer call-backs per day enhances customer retention by 40%.
- Taking the initiative to find creative psychological approaches that make each refugee call feel personal and constructive and organizing work information to ensure accuracy and completeness.
- Reviewing, maintaining refugees' profiles and privacy, and engaging them in a needs-based conversation to identify potential opportunities and benefits in their favor.
- Acting as a vital liaison and proactive advisor between clients, refugees, and the organization's services.

### Marketing Assistant and Data Entry Specialist

#### BMB-Cedar Data

2016-2018

- Maintaining an organized workflow, meeting deadlines, and ensuring projects are completed on time.
- Tracking and SEO analyze key metrics (engagement, reach, and growth) to assess campaign performance and spot areas for improvement.
- Preparing reports, gathering and reviewing data retrievals from different data sources, and converting raw data into easily accessible formats.
- Analyzing consumer behavior data (e.g., web traffic and rankings.)

### Sales Associate

#### ABC (Tax Free), Metni Bros, Jaune

2012-2015

- Keeps up with product and service information and updates, assist in promotional and special marketing initiatives.
- Creates and maintains a database of current and potential customers, seeking input from customers and efficiently address complaints to reinforce service standards and brand selection.
- Ensure a proper replenishment of merchandise and ensure proper display and visual merchandising standards to increase the sales of the brand.

## Freelance Social media specialist

MTV, Watanon, Labora, Kids Vibes, Magic of Lebanon

2014-2024

- Creating, driving social media strategies for each group, maintaining a content calendar, and planning proactively in time for biweekly creative reviews.
- Curating, scheduling, and posting channel-specific, engaging content across multiple channels, focusing primarily on Instagram, Facebook, and TikTok.....
- Researching and identifying opportunities to leverage new platform tools that drive engagement and website traffic.
- Finalizing a fresh approach to visual content by using Canva and Adobe Suite, improving social media engagement by 11%

## Education

### Master of Business Administration in Business Management | 2018 - 2021

Lebanese International University, Saloumi

### Bachelor degree in Communication Arts | 2010 - 2015

American University of Science and Technology, Achrafieh

## SKILLS

### Soft Skills:

Clear Communication Skills / Persuasion Skills / Adaptability Skills / Active Listening Skills / Emotional Intelligence Skills / Time Management Skills / Problem Solving Skills / Organizational Skills / Operations Management Skills

### Hard Skills:

Microsoft Office Skills (Word, PowerPoint, Excel, Outlook.) / Documentation Skills / Digital Literacy Skills / Data Entry Skills / CRM Software Skills / Internal and External Customer Service Skills / Administrative Management Skills / Logistics Skills / Adobe Suite, Canva, Google Analytics...

## Languages

- English: fluent
- Arabic: fluent
- French: fluent

## Certificates and Workshops

- **Accounting workshop**, BCA international
- **UNHCR** fire workshop
- **Labora** (Non-governmental organization in Lebanon), Social Media Management 2021-2022
- **Notre Dame Des Dons des Soeurs Antonines Dekwaneh**, Teacher (teaching theater from grade 3 till 7) 2017-2018
- **Magic Of Lebanon**, providing and coordinating touristic trips, guiding information's for tourists. 2022- 2024
- **Kids Vibes**, Animator, planner, and organizer of children's festivals and birthday parties 2014-2021

## Volunteering Experience

- **Red Cross (Dec 2020- Apr 2021)**, volunteered to be an operator during the explosion on August 4, collected basic data from callers who had been impacted by the explosion, gave updates on the needs of those affected by the incident, including where the Red Cross has offered coverage or attendance.
- **Paw Animal Welfare (Aug 2020-Sep 2020)**, rescuing the animals of Beirut that were left homeless by the explosion on August 4th and, if required, sending them to shelters or medical facilities.
- **Sphere Building Tomorrow (Oct 2024)**, assisting in the planning and distribution of relief, making sure that supplies are efficiently delivered to internally displaced people, generating content and managing social media to spread the word about Sphere initiative.
- **Ministry of Social Affairs (Oct 2024-Nov 2024)**, secure essential supplies based on the needs of displaced individuals, going through educational activities for displaced kids in their shelter.
- **Nusaned (Oct 2024- Nov 2024)**, conducting research, gathering data to provide basic human needs and rights, shelter that protects their health, nurtures their wellbeing, and fosters an environment of security and stability.