

# JEAN MARC EL KHOURY

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AMCHIT, LEBANON

## PERSONAL PROFILE

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As an Editorial Associate, I leverage my expertise to drive growth and forge valuable partnerships. Simultaneously, as the Customer Success Manager at a vibrant bakery, I utilize my expertise to ensure exceptional client experiences, focusing on personalized care and fostering lasting relationships for customer loyalty and satisfaction. Past roles as a Managing Director, Ticketing Officer and a volunteer in an NGO have provided me with a well-rounded skill set, combining operational proficiency driven by a genuine commitment to helping people through education and community service initiatives.

## EXPERIENCE

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**Editorial Associate** June 2022 – Present  
Newswise – Charlottesville, VA, United States

- Enhancing content for SEO by optimizing keywords, metadata, and collaborating with the editorial team to align with audience needs and organizational goals.
- Using analytics to track content performance, identify trends, and recommend data-driven improvements.
- Swiftly adapting to changing priorities, environments, deadlines, and industry trends for relevant content.
- Making informed decisions, managing risks, and applying problem-solving with analytical thinking.
- Assisting in the onboarding process for new employees.
- Collaborating with team members to address challenges, and manage tasks across the company.
- Client needs assessment and profile creation.
- Enhancing revenue through effective communication, negotiation, and sales strategies.
- Supporting marketing campaigns through research, content creation, strategy implementation, and performance analysis.

**Customer Success Manager** March 2020 – Present  
Samarani Bakery – Amchit, Lebanon

- Established and nurtured relationships with bakery clients to understand their needs and ensure satisfaction.
- Conducted regular check-ins and follow-ups to address concerns and maintain strong client rapport.
- Implemented retention strategies that reduced churn rates and increased customer loyalty.
- Gathered client feedback to identify areas for improvement and enhance the customer experience.
- Managed contract renewals and upsell opportunities, contributing to revenue growth.
- Utilized data analytics to track customer engagement and satisfaction levels.
- Collaborated with cross-functional teams to align customer needs with bakery offerings and initiatives.
- Problem-solving and analytical thinking.

**Managing Director** October 2021 – Present

School of Music & Arts at Rosary Sisters School – Blat/Jbeil, Lebanon

- Guiding and inspiring staff to do their best.
- Crafting engaging lessons while forming strong relationships with students, parents and teachers.
- Keeping track of the school's finances and making smart decisions.
- Developing long-term growth strategies while promoting and communicating our achievements effectively.
- Making sure the school follows the right laws and standards.
- Participating in local activities and events while prioritizing the school's success.

**Ticketing and Sales Officer** May 2019 – February 2020

Virgin Megastore – Nahr EL Mot, Lebanon

- Proficient in using ticketing software and systems, processing ticket sales, and handling transactions.
- Strong knowledge of events, shows, or services offered.
- Multitasking capabilities for processing tickets, assisting customers, and paying close attention to details.
- Exceptional Customer Service, skilled in addressing inquiries and resolving problems.
- Conflict resolution skills for handling disputes or difficult situations.
- Time management skills to meet deadlines and process transactions efficiently.
- Responsible for accurate sales reporting, efficient cash handling, and precise accounting.

**ACADEMIC BACKGROUND**

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Sept 2014 – June 2022

**Bachelor's Degree in Chemistry**

Lebanese University – Faculty of Sciences II

**COMMUNICATION AND LANGUAGES**

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Strong written and verbal communication skills, including the ability to provide constructive feedback and collaborate effectively with colleagues.

Languages: English (Proficient), French (Intermediate), Arabic (Native)

**CORE COMPETENCIES AND SKILLS**

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|---------------------------------------|-----------------------------------------------------|
| - Management and Interpersonal Skills | - Cash Management                                   |
| - Accuracy and Time-Management        | - Strategic and Analytical abilities                |
| - Communication Skills                | - Reporting Skills                                  |
| - Bookkeeping                         | - Microsoft Office Tools (Word, Excel & PowerPoint) |
| - General Administration              | - Customer Relationship Management                  |
| - Database Administration             |                                                     |

**CERTIFICATIONS**

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- **Managing Project Risks and Changes Certificate**  
University of California, Irvine, DEC 2020
- **Budgeting and Scheduling Projects Certificate**  
University of California, Irvine, DEC 2020
- **Media Sapiens-Fundraising Through Media/ the Swedish Version**  
Erasmus Plus, Stockholm Sweden, Nov 2014