

# Rola Hamed

## MBA in Digital Marketing | Customer Service Specialist

Address: Beirut, Lebanon | Phone: +961 76367826

Email: [rolahamed\\_28@hotmail.com](mailto:rolahamed_28@hotmail.com) | Nationality: Lebanese



## Summary

A dedicated and detail-oriented professional with over five years of experience in customer service and operations mainly in the banking sector. Proven track record of handling customer inquiries and concerns efficiently while maintaining a high level of professionalism. Experienced in collaborating across teams, working with customers, and supporting managers to achieve operational goals. Recently completed a Master's degree in Digital Marketing, equipping me with knowledge of social media strategies, SEO, and marketing tactics. A fast learner, eager to apply my customer service expertise, operational insight, and passion for digital marketing to enhance customer experience and contribute to the growth of a dynamic team and organization.

## Experience

### Customer Representative Officer – 10/2021 to 07/2024

#### Byblos Bank SAL, Baabda, Lebanon

- Provided excellent customer service to clients by addressing inquiries, resolving issues, and assisting with various banking transactions.
- Resolved customer complaints professionally and efficiently and improving customer satisfaction.
- Assisted customers in opening new accounts, updating account information, and providing information about different banking products and services.
- Processed account transactions, such as deposits, withdrawals, and fund transfers.
- Stayed informed about the bank's products and services to effectively guide customers and promote relevant offerings.
- Provided information about interest rates, fees, and terms associated with various banking products.

### Teller – 10/2018 to 10/2021

#### Byblos Bank SAL, Baabda, Lebanon

- Processed more than 100 banking transactions for customers daily, including deposits, withdrawals, and fund transfers.
- Identified opportunities to cross-sell or promote additional banking products and services.
- Assisted customers with inquiries related to their accounts, balances, and transaction history.
- Provided account statements and other account-related information.
- Performed various teller functions, such as opening and closing accounts, processing loan payments, and issuing cashier's checks.

### Customer Service Officer – 08/2016 to 09/2017

#### WeCare Cleaning Services SAL, Beirut, Lebanon

- Interacted with customers in person, over the phone, or through digital channels.
- Provided information about products, services, and company policies.
- Developed a deep understanding of the organization's products and services to effectively assist customers.
- Assisted customers with placing orders, processing returns, and tracking shipments.
- Managed customer accounts, including updating information, processing account changes, and handling billing inquiries.
- Identified and resolved customer problems, escalating complex issues to higher levels of management when necessary.

## Education

### Master's in Business Administration, emphasis on Digital Marketing – 2024

Antonine University, Lebanon

### Bachelor's Degree in Business Administration, emphasis on Management – 2016

Lebanese University, Lebanon

# Certification

**Introduction to Social Media Marketing – 7/2024**  
Online Certificate by Meta

**Foundations of Digital Marketing and E-commerce – 9/2023**  
Online Certificate by Google

**Google Ads – 10/2024**  
Online Certificate by Coursera

# Volunteering

**Social Worker – Present**  
Ain Zhalta Village Youth Group, Lebanon

**Former Volunteer and Local Guide – 2019**  
Shouf Biosphere Reserve, Lebanon

# Skills & Expertise

<b>Digital Marketing &amp; Content Creation:</b> <ul style="list-style-type: none"><li>• Search Engine Optimization (SEO)</li><li>• Search Engine Marketing (SEM)</li><li>• Social Media Marketing</li><li>• Content Marketing</li><li>• Digital Marketing Strategy</li><li>• AI</li></ul>	<b>Professional Skills:</b> <ul style="list-style-type: none"><li>• Analytical Thinking</li><li>• Creativity</li><li>• Organizational Skills</li><li>• Time Management</li><li>• Teamwork &amp; Collaboration</li><li>• Communication</li></ul>
<b>Customer Service &amp; Problem-Solving:</b> <ul style="list-style-type: none"><li>• Customer Service Orientation</li><li>• Problem-Solving</li><li>• Adaptability</li></ul>	<b>Technical Skills:</b> <ul style="list-style-type: none"><li>• Microsoft Office</li><li>• Outlook</li></ul>

# Languages

**Arabic:** Native | **English:** Fluent | **French:** Basic