

Joyce Yammine

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Community Engagement | Digital Marketing | Customer Relations

Aspiring Digital Marketer with a passion for brand growth and online engagement. Currently completing a Google Digital Marketing & E-commerce certification, I am eager to apply my knowledge in SEO, social media marketing, and content creation. With a background in customer relations and community engagement, I bring strong communication, problem-solving, and strategic planning skills that align with the fast-paced world of digital marketing.

Experience

Private Tutor | 2021 - Present

INTERNATIONAL RESCUE COMMITTEE (IRC)

Community engagement assistant | 11/2020 - 02/2021

- Led the recruitment of focal points in affected communities post - Beirut Blast recovery to ensure effective engagement and communication.
- Led community outreach initiatives and mobilization efforts to identify key stakeholders and support program implementation.
- Assisted in organizing awareness sessions, focus group discussions, and needs assessments to better understand community challenges.
- Maintained accurate records of volunteer participation, outreach activities, and program impact.
- Collaborated with internal teams and external partners to facilitate relief efforts and community rebuilding initiatives.

NUFit Gym

Customer Relations Representative and Telemarketing | 10/2019- 11/2019

- Managed customer feedback, complaints, and inquiries, maintaining high satisfaction through prompt issue resolution.
- Promoted gym packages to new and existing clients, leading to 10 % increase on new subscriptions.
- Developed marketing strategies in collaborations with partner gyms.

Pierre Katra Couture

Executive Assistant to the Owner & Creative Director | 10/2018 – 10/2019

- Managed daily schedules, calls, and administrative tasks for the owner and his son, both renowned fashion designers.
- Coordinated fashion show preparations, assisting in model fittings, fabric selections, and client appointments.
- Handled inventory management, e-taxation reports, and financial coordination with auditors.
- Organized high-profile client meetings, including VIP and celebrity clientele.
- Assisted in business operations, liaising with suppliers, tailors, and international clients.

Bartartine

Cashier & Waitress (Promoted Position) | 07/2017 – 09/2018

Al Balad Newspaper

Telemarketing & Advertising | Jul – Sept 2015 (Summer Campaign)

- Conducted outbound calls to promote newspaper subscriptions and advertising services to businesses and individuals.
- Negotiated advertising packages with clients, tailoring offers to meet their marketing needs.
- Maintained a database of leads and customer interactions, ensuring accurate follow-ups.
- Assisted in customer inquiries and complaint resolution, providing information on ad placements and pricing.
- Collaborated with the marketing team to develop promotional strategies and sales pitches.

Education

Lebanese University | Beirut
Master's Degree - Law

Coursera | Online | In Progress
Google Digital Marketing and E-commerce certification

Skills & COMPETENCIES

- Computer Proficiency: Microsoft Word, Excel, PowerPoint, Internet Research
- Strong interpersonal and communication skills
- Problem-solving and critical thinking
- Community engagement and program coordination
- Teaching and curriculum adaptation
- Time management
- Financial coordination & E-Taxation
- Multitasking under pressure

Professional Certificates

- **Makeup Artist Certificate (06/2022)** With KStars
- **Stay safe - personal security training Certificate (11/2020)**
With The International Federation of Red Cross and Red Crescent Societies

Languages

- **Arabic**
Native
- **English**
Full Professional Proficiency
- **French**
Full Professional Proficiency