

Operations and CRM Specialist

JOELLE HARAJLY

LOCATION: LEBANON

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SUMMARY

Operations and CRM Specialist with 11+ years' experience in process optimization, cross-functional coordination, and systems support. Skilled in onboarding, reporting, and workflow enhancement.

WORK EXPERIENCE

Operations Executive – Cloud Operations & Governance

MAR 2025 – PRESENT, ISOLUTION | FULL TIME, LEBANON, REMOTE

- Manage and optimize operational workflows, automation, layouts, and reporting across Zoho and ManageEngine platforms.
- Monitor and analyze GCP consumption and cloud billing usage, ensuring alignment between client subscriptions, contracts, and spending commitments.
- Oversee contract setup, customer records, and operational data validation to ensure system accuracy and process compliance.
- Identify overconsumption risks, validate billing discrepancies, and coordinate with Account Managers to support cost control and operational governance.
- Contribute to process optimization initiatives by improving tracking systems, documentation, and cross-functional operational workflows.

Marketing Coordinator

FEBRUARY 2025 – JUNE 2025, ENGLESE | PART TIME, UAE, REMOTE

- Developed and managed monthly content calendars for B2B and B2C programs.
- Researched and compiled contact databases of outreach companies and organizations to support business development initiatives.

Content Operations Specialist

SEP 2024 – APR 2025, QAREB | FULL TIME, SAUDI ARABIA, REMOTE

- Created, reviewed, and optimized content for website and app, aligning with brand strategy and objectives.
 - Managed CMS and SEO enhancements, coordinated with cross-functional teams for product and content accuracy.
 - Trained and onboarded new team members on content tools, workflows, and quality standards.
 - Conducted stage environment testing for the app before and after deployment to ensure smooth functionality.
 - Collaborated cross-functionally with development, logistics, and customer service teams to maintain alignment and resolve operational issues.
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WORK EXPERIENCE

CRM Supervisor

SEP 2021 – AUG 2024, QAREB | FULL TIME, SAUDI ARABIA, REMOTE

- Led the development and implementation of CRM strategies and customer service frameworks.
- Monitored all communication channels and developed SOPs to improve service efficiency.
- Provided training and onboarding to CRM staff to standardize operations and ensure high service quality.
- Prepared detailed monthly reports for management to assess CRM performance and client engagement metrics.
- Contributed to the drafting and revision of internal policies and customer-facing terms and conditions.
- Managed and monitored SLAs to ensure timely response and resolution of customer issues.

Referral Officer

FEB 2022 – JUL 2022, MERCY CORPS | DAILY WORKER, BEIRUT, LEBANON

- Handled feedback through hotline calls, logged data into CARM database while maintaining confidentiality.

Data Entry Clerk

JUL 2021 – SEP 2021, GRANT THORNTON | PROJECT, BEIRUT, LEBANON

- Entered and verified large volumes of survey data from UNICEF's National SMART Survey, ensured accuracy and completeness.

Data Analyst

APR 2021 – JUN 2021, ENGLESE | FULL TIME, UAE, REMOTE

- Collected, cleaned, and analyzed customer data to improve user experience and service delivery.
- Delivered reports with actionable insights to support marketing and customer success teams.

Customer Success Specialist

MAR 2021 – JUN 2021, ENGLESE | FULL TIME, UAE, REMOTE

- Maintained strong relationships with customers through regular check-ins.
- Led the onboarding of new customers and delivered training to support usage and retention.
- Collaborated with internal teams to identify improvement opportunities in the support process.

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WORK EXPERIENCE

Customer Service Representative

MAR 2018 – OCT 2021, TOUCH | FULL TIME, BEIRUT, LEBANON

- Resolved customer issues and managed billing-related interactions across various channels.
- Provided payment support and ensured efficient handling of account-related inquiries.

Contact Center Representative

AUG 2013 – MAR 2018, TELEPERFORMANCE | FULL TIME, BEIRUT, LEBANON

- Delivered front-line support for Touch customers, addressed technical and account-related issues.
- Collaborated with internal teams to resolve service requests and escalate urgent cases.

SKILLS & EXPERTISE

Google Workspace
Microsoft Office
CMS Management
Zoho

EDUCATION & CERTIFICATES

BA in Management Information
Systems (LIU) - Class of 2018
Google Data Analytics (Coursera)
Data Analyst Masters Program
(Simplilearn)

LANGUAGES

Arabic (Native)
English (Fluent)