



CELINE MOUSSA

Marketing Graduate | Business
Development & Operations

About Me

Motivated and detail-oriented Marketing graduate with hands-on internship experience in business development and telecom operations, combined with a strong academic foundation in branding, consumer behavior, and digital marketing. Skilled in B2B communication, lead generation, market research, and social media strategy. Passionate about building strong brand identities and delivering customer-focused marketing solutions.

Contact

 76 916124

 Celinemoussa31@icloud.com

 Beirut, Lebanon

Skills

- Consumer Behavior Analysis
- Market Research
- B2B Lead Generation
- LinkedIn Outreach
- Business Development
- CRM / Internal System Operations
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word
- Canva

Soft Skills

- Problem Solving
- Attention to Detail
- Analytical Thinking
- Time Management
- Creativity

Language

- English
- Arabic

Education

2022-2025

BEIRUTARAB UNIVERSITY

Bachelor of Marketing

Additional Coursework & Certifications

AI In Marketing- BAU Continuing Education Center
(CEC), 2025

16-hour certification in AI applications in Marketing
and Customer engagement

Experience

Business Development & Operations Intern

SOLE TELECOM | January 2026 - February 2026

Remote Internship

- Generated and qualified B2B leads through LinkedIn outreach within the telecommunications industry, focusing on A2P SMS services
- Connected with telecom professionals and escalated qualified prospects to senior management for partnership discussions
- Assisted in processing partnership agreements and completing company documentation
- Onboarded new partners by creating and configuring accounts in internal telecom systems
- Managed routing setup, vendor/customer trunks, and rate information
- Investigated SMS delivery issues and coordinated with vendors to resolve them
- Performed SMS route testing to monitor performance and identify routing issues
- Collaborated in a primarily remote work environment with direct reporting to the Sales Manager