

Murielle Hebbo

Between Lebanon and UAE



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Summary

I am a copywriter trying to save the world one irritating typo at a time with an innate gift for proofreading, translating, and creative writing.

I'm fluent in the following:

Arabic: Writing- Reading- Speaking

English: Writing- Reading- Speaking

French: Writing- Reading- Speaking

I'm a beginner in the following :

Spanish: Writing- Reading- Speaking

Armenian: Writing- Reading- Speaking

Experience

English Copywriter

IMPACT BBDO

Oct 2021 - Present (1 year 2 months +)

Clients: Ford Middle East, Modesh, Oppo, JGROUP, Sohar Bank, Gems school (TMRW platform), Shan Foods, DTCM, Novartis KSA, Aldar (WTC, Yas Mall, Al Jimi Mall, Mamsha, Muneera & Bandar), ACDelco, Cultural Foundation-Qasr Al Hosn, Huawei, ADCB, Capital Bank of Jordan, Jotun, Al Hilal bank, Sadia, London Dairy, Gems- Teach me now, Hayatna, Modesh World

Freelance Content Writer

REDBERRIES Digital

Feb 2021 - Present (1 year 10 months +)

I write articles and SEO articles for different accounts.

I create the social media calendar for Redberries Instagram and Facebook pages.

I write content for Redberries' website.

Account Manager & Copywriter

Yaz Marketing

Aug 2021 - Sep 2021 (2 months)

I prepared the monthly calendar's ideas along with the stories, captions, and taglines.

I created Email Marketing for Yaz Marketing Services.

I translated some of the clients' websites.

I created video scripts.

Nº17 Freelance Bilingual Copywriter

Interesting Times

Oct 2020 - Sep 2021 (1 year)

E-Commerce Long Descriptions for SACO.com (Saudi Company for Hardware)

TAVOLA Translator and Editorial Assistant

Tavola

Mar 2021 - Aug 2021 (6 months)

As a full-time translator and editorial assistant, I edit, proofread recipes from Arabic into English, and vice versa. Moreover, I translate the product description into Arabic. I upload new products on tavolashop's website. I upload recipes using WordPress on instant pot's middle east website, as I upload recipes on cookpad platform. Also, I upload banners, and I create the brand page on Magento that will be reflected on Tavola's website. Moreover, I upload classes and workshops on Tavola's Website. Besides, I update and translate Terms and conditions, as well as the privacy policies.

TAVOLA Bilingual Writer

Tavola

Jul 2020 - Mar 2021 (9 months)

As a part-time bilingual writer, I edit, proofread recipes from Arabic into English, and vice versa. Moreover, I write descriptions for new products that will be uploaded on tavolashop's website. I upload recipes using WordPress on instant pot's middle east website, as I upload recipes on cookpad platform. Also, I upload banners, products, and I create the brand page on Magento that will be reflected on Tavola's website.

Content Manager

Wealthface

Mar 2020 - Oct 2020 (8 months)

I write articles for the Wealthface blog, captions for social media platforms, and I prepare the video scripts. Moreover, I translate, proofread and edit articles, video scripts, blogs and website content.

Community Manager

DDB

Feb 2020 - Mar 2020 (2 months)

As a community manager, I handle community management for Pediasure Arabia and Iraq, Heineken, Guerlain, Citibank, and Similac. Moreover, I fill out daily inquiry sheets and do the monthly performance reports for the aforementioned brands.

Junior Social Media Executive/Community management

Mindfield Digital

Jul 2019 - Jan 2020 (7 months)

As a social media executive, I handle community management for Mindfield, OLX Lebanon, El Estez Snack, Nuevaderm, Soda Mix, Be Kind MENA, and Aqua-Tots. Moreover, I fill out monthly inquiry

sheets for the monthly CS reports and support the social team in preparing monthly topic calendars, activation ideas, and campaigns.



English Copywriter/Digital Communication Executive

Mindfield Digital

Jan 2019 - Jul 2019 (7 months)

Content creation for different clients' websites and preparing social media captions/ calendars, and reports (monthly, weekly, CS, and Listening).



Freelance Remote Translator

Cedar Rose

Oct 2018 - Feb 2019 (5 months)

I proofread and correct the translation of the translated company names.



Freelance Translator

MECC

Feb 2018 - Feb 2019 (1 year 1 month)

Translate religious texts, conference speeches and other texts related to the Church from Arabic into English and vice versa.



Website Translator

propertyfinder.com.lb

Jun 2018 - Nov 2018 (6 months)

I translate/proofread/edit the Real Estate descriptions posted on the website.



English Instructor

Oct 2017 - Feb 2018 (5 months)

I taught English and colloquial Arabic, in addition to teaching kids with hyperactivity.



Freelance Editor

Ounousa

Jul 2017 - Sep 2017 (3 months)

Writing articles in Arabic related to travel and tourism, fashion shows, beauty, dream interpretation, and many other topics related to women's interests and health.



Fashion Designer + Assistant Executive Operation

Esposa Group

Nov 2014 - Feb 2015 (4 months)



Internship Assitant of the Area Manager

Etoile Group

Feb 2014 - May 2014 (4 months)

- 1-I help the Area Manager by preparing for him the Monthly shop performance of the following brands : Etoile La boutique- Hogans- Tods- Chanel - Valentino and Ralph Lauren.
- 2-I also prepare the Audit Reports for the following brands .
- 3-I help the Visual Merchandiser of every brand in the Window displays and inside the store display
- 4- I help the staff when they receive a new shipment and in separating between 2013 and 2014 collections in their stock.
- 5-I help also the staff to call their customers for any shop event.
- 6-I also prepare the training + the quiz for the staff of every brand.

Education



Holy Spirit University of Kaslik - USEK

MA, Translation

2019 - 2021

Emphasis : Translation



American Lebanese Language Center

Spanish Language

2020 - 2021



Notre Dame University - Louaize (NDU)

Minor, English Language and Literature/Letters

2017 - 2018



Notre Dame University - Louaize (NDU)

BA, Translation and Interpretation

2015 - 2018

I graduated with a GPA 3.38/4

Dean's Honor List Spring 2018

Emphasis : Translation



Instituto Cervantes

Certificate Spanish Language, Spanish Language and Literature

2015 - 2015



On stage

Acting Workshop I

2015 - 2015



Esmod Dubai

Fashion Marketing Certification, Fashion Marketing

2013 - 2013



Lebanese Academy of Beauty

Body & Face Tattoo

2013 - 2013



Lebanese Academy of Beauty

Beauty & Artistic Make-up

2012 - 2013



Notre Dame University - Louaize (NDU)

BA in Fashion Design, BA in Fashion Design

2009 - 2013

Graduated with a GPA 3.03/4

Deans Honor list Fall 2011 and Fall 2012



Jesus & Mary School -Rabweh

Sociology & Economics

1994 - 2009



Armenian virtual college

Diploma , Armenian language

2020 - Present

Licenses & Certifications



Google Digital Garage - Google



Google Ads Certificate

Issued Apr 2019 - Expires Apr 2020

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Dean Honor's List - Notre Dame University - Louaize (NDU)



Dean honor's List - Notre Dame University - Louaize (NDU)



Content Marketing - HubSpot Academy

Issued Apr 2020 - Expires May 2022



Dean's Honor list - Notre Dame University - Louaize (NDU)



Euro-Mediterranean Intercultural Trends - Anna Lindh Foundation



Engaging Storytelling with Instant Articles - Facebook Blue-print



English language - EF SET Certificate™



Negotiation and Communication - Holy Spirit University of Kaslik - USEK



Introduction to Digital Journalism - Reuters



Marketing: Copywriting for Social Media

Skills

Writing • Communication • SEO Copywriting • Web Content Writing • Creative Writing • Social Media
• Community Management • Translation • WordPress • Magento