

# Charbel Khalil

## Marketing Officer

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## Summary

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Marketing graduate with practical experience in running campaigns and creating content from an internship at Molip Plus. Skilled in improving customer satisfaction and boosting sales.

## Professional Experience

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### Marketing Intern | Molip Plus

November 2022 – December 2022

MOLIP PLUS is a leading full-service marketing agency that has grown from a small family-owned business since 1978. The agency offers services in advertising, public relations, market research, branding, digital marketing, and website development.

- Assisted in planning and executing marketing campaigns, ensuring all tasks were completed on time.
- Created content, including writing, videos, and images, for social media and other marketing channels.
- Wrote engaging captions for social media posts to increase audience engagement.

### Waiter | Jalsat Restaurant

June 2017 – September 2021

- Provided exceptional customer service, enhancing customer satisfaction and sales.
- Upsold high-profit items, increasing profitability for the restaurants.
- Assisted customers with orders and explained menu items, catering to individual preferences.

## Education

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### Bachelor of Business Administration in Marketing

July 2023

Lebanese German University (LGU)

## Skills

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**Soft skills:** Attention to detail, Strong analytical skills, Effective communication, Collaboration, Time management, Enthusiastic learner, and Organizational skills.

**Technical skills:** Microsoft Office, Content Creation, Marketing Campaign Coordination, Customer support.

## Languages

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**Arabic** (native); **English** (advanced), **French** (limited working proficiency).