

# Moeen Yahfoufi

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Detail-oriented professional with a strong background in video editing, content writing, lead generation, sales, and customer service. Experienced in utilizing advanced tools to identify and qualify leads, manage data, exceed sales targets, and deliver tailored solutions to clients. Committed to contributing to organizational success through strategic, results-driven approaches while maintaining high standards of customer satisfaction.

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## EXPERIENCE

### VIDEO EDITOR INTERN - CONTENT WRITING INTERN

ITP Media Group | Beirut, Lebanon

JANUARY 2025 – May 2025

- Edited 207 Instagram Reels for Top Gear Middle East using Adobe Premiere Pro
- Created visuals with Photoshop, using AI tools to resize and enhance content for storytelling.
- Collaborated with editors to align visual and written content.
- Synced music to video themes, ensuring brand consistency across Top Gear Middle East's social platforms.
- **Content Writing:** Wrote 41 automotive-related articles for the website, focusing on clarity and SEO.

### LEAD GENERATION SPECIALIST

Upgrade | Dubai, UAE

APRIL 2023 – NOVEMBER 2023

- Identified new sources for generating leads and reaching decision-makers.
- Managed lead generation process, including identifying potential customers and initiating contact.
- Leveraged advanced software tools to effectively generate leads and identify high-potential prospects.
- Conducted lead qualification based on specific project criteria, ensuring accuracy and relevance of leads.
- Accurately entered and organized data into Excel spreadsheets, while maintaining data integrity.

### SALES ASSOCIATE

mamas&papas | Beirut, Lebanon

DECEMBER 2021 – FEBRUARY 2023

- Managed customer inquiries and resolved issues effectively, ensuring high levels of customer satisfaction.
  - Successfully sold the store's most expensive products by communicating value to customers.
  - Maintained up-to-date knowledge of products to provide accurate information to customers.
  - Engaged with customers to understand their needs and provided solutions, resulting in an increase in sales.
  - Consistently met and exceeded sales targets by collaborating effectively with team members.
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## SKILLS

- **Video Editing:** Experienced in editing short and long-form videos using tools like Filmora and Premiere Pro, with a strong focus on storytelling, pacing, and platform optimization.
  - **Content Writing:** Skilled in writing engaging articles, social media captions, and scripts tailored to diverse audiences and platforms, with attention to clarity, tone, and SEO.
  - **Lead Generation Expertise:** Proficient in identifying potential leads, qualifying prospects, and using advanced tools to generate and manage high-quality data effectively.
  - **Data Entry and Accuracy:** Adept at organizing, inputting, and reviewing data with high accuracy, ensuring consistency and reliability in digital records and reports.
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## EDUCATION

### BACHELOR OF JOURNALISM AND MEDIA STUDIES

Lebanese University  
JUNE 2025

### LEBANESE BACCALAUREATE 2

Hussein Maktabi High School  
JUNE 2018

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## VOLUNTEER EXPERIENCE

### Disaster Risk Reduction VOLUNTEER

Lebanese Red Cross  
March 2025 – PRESENT

- Volunteered in the Child Immunization Program in collaboration with UNICEF and the Ministry of Health.
- Conducted outreach activities to inform and engage communities about the immunization program.

### YOUTH VOLUNTEER

Lebanese Red Cross  
NOVEMBER 2023 – PRESENT

- Participated in activities focused on educating youth and raising awareness on humanitarian values, health, and environmental issues.
- Contributed to local initiatives aimed at improving community welfare.