

Murielle Hebbo

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Summary

As an experienced social media and copywriting professional with a passion for storytelling, I've had the pleasure of working with a variety of industries, including F&B. With a keen eye for detail and a knack for crafting engaging content, I'm dedicated to helping brands connect with their target audience in meaningful ways. From developing social media calendars to creating website copy, I strive to create content that not only informs but also inspires. I'm a team player who enjoys collaborating with others to produce outstanding results. If you're looking for someone with a creative mindset and a passion for making a difference, let's connect!

Experience



Freelance Content Writer |Social Media Executive

REDBERRIES Digital

Feb 2021 - Present (2 years 4 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. I uploaded the posts on the social media platforms and answered Dms and comments. Moreover, prepared the monthly reports.



Freelance Copywriter & Social Media Executive

The Copy Catalyst by Murielle Hebbo

Mar 2017 - Present (6 years 3 months)



Social Media Executive

By Niggi

Mar 2023 - Apr 2023 (2 months)

Handling the social media and community management of the following clients: Swiss Image, Royal Fashion, and Circus Theory.

In addition preparing the LinkedIn posts for By Niggi and the transformative fitness expert Yasir Khan.

Moreover, I prepare the weekly social media insights, monthly social media reports, design and content plan briefs, as well as the shoot brief.



English Copywriter

IMPACT BBDO

Oct 2021 - Dec 2022 (1 year 3 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, NEOM (I helped in the Pitch)



Account Manager| Social Media Executive| 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. I uploaded the posts on the social media platforms and prepared the monthly social media reports.

I handled clients like: Kiswa KSA and UAE, Rannah, Samurai Sushi, Fawz Deal, and Salama Healthcare



Freelance Bilingual Copywriter

Interesting Times

Oct 2020 - Sep 2021 (1 year)

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



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.



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| Social Media Executive

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.

I uploaded the posts on the social media platforms and answered Dms and comments. Moreover, prepared the monthly reports.



Community Manager | Social Media Executive

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).

The clients I worked with were mainly based in KSA: Jawwy TV, Aramco KSA, Abdel Wahab Restaurant, Alkhafeef, SABB,iDRIVE, AlJazira vehicles, Almarai, Kudu, Kotex, Kleenex, Huggies, and Chuck E. Cheese



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 vise versa.



Website Translator

RealEstate.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 Assistant 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.



Backstage / Fashion show intern

L.I.P.S

May 2013 - May 2013 (1 month)

I have participated in the fashion week in beirut, that was organized by L.I.P.S an event agency. My job was in the backstage and with the collaboration with NDU it was considered my internship , in order for us as fashion design students to see what happens in the fashion show. All I can say it was a great experience !

Education



Holy Spirit University of Kaslik - USEK

MA, Translation

Feb 2019 - Jan 2023

Emphasis: Translation

My thesis was about Translating Culinary Art Terminology in the Light of the Relevance Theory and Overt and Covert Strategies Case Study: Translating Recipes from the Website Instantpot.com



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



Holy Spirit University of Kaslik - USEK

Master of Arts - MA, Language Interpretation and Translation

Feb 2019 - Jan 2023

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

Social Media Optimization (SMO) • Time Management • Digital Marketing • Social Media Marketing • Writing • Communication • SEO Copywriting • Web Content Writing • Fashion Design • Styling