

Carine Akil

EXPERIENCE

E-COMMERCE AND SOCIAL MEDIA MANAGER

AKIL BROS

MARCH 2019 - PRESENT

- Creating and managing shopify ecommerce website
- Reviewing sales data and stock levels
- Optimizing of sales and increase conversion rates
- Analyzing internal data and web analytics
- Planning promotional campaigns such as contests or giveaways
- Planning advertising campaigns, including deciding on media channels
- Creating and designing social media posts
- Targeting content to specific audiences and focus on trending topics

WEB MANAGER

CROSSFIT 961

JUNE 2018 - PRESENT

- Designing and managing website
- Website maintenance
- Managing online class registration and scheduling

SPORTS NUTRITIONIST

FIT CLIQUE

JUNE 2020 - DEC 2020

- Conducting one-on-one nutrition consultations
- Conducting biomedical impedance analysis
- Designing customized nutrition plans based on client's needs and goals

RESEARCH ASSISTANT

AMERICAN UNIVERSITY OF BEIRUT

SEP 2016 - JAN 2017

- Studied the promotion of breastfeeding with Dr. Mona Nabulsi.
- Communicate with participants
- Fill surveys and collect data through phone calls
- Data entry on SPSS

SKILLS

- Web Design and Management
- Social Media Management
- Search Engine Optimization (SEO)
- Data Analytics
- Online Advertising
- Microsoft Office
- Shopify, Wordpress and Squarespace
- Canva
- SPSS
- Research
- Working under pressure
- Fast learner

LANGUAGES

English *Fluent*

Arabic *Native*

CONTACT

+961 3888863

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QUALIFICATIONS

- **Personal Trainer Level 4**, The European Register of Exercise Professionals (EREPS)
- **CrossFit L1 Certification**, CrossFit Inc.
- **Personal Training Course**, International Fitness Professionals Association (IFPA)
- **Sports Medicine Course**, International Fitness Professionals Association (IFPA)
- **First Aid, CPR, AED Training**, Lebanese Association for Sports Injury Prevention
- **Level 2 Food Safety & Hygiene for Catering**, High Speed Training Ltd.
- **Weight Management: Nutritional Intervention Training Course**, CATALYST: The Training Lab, Beirut, May 20, 2017. 8 CPEUs, CPE Level: Professional, approved & accredited by CDR: the credentialing agency of the Academy of Nutrition and Dietetics, USA.
- **Eating Disorders - Nutritional Interventions**, CATALYST: The Training Lab, Beirut, May 21, 2016. 7 CPEUs, CPE Level: Professional, approved & accredited by the CDR: the credentialing agency of the Academy of Nutrition and Dietetics, USA
- **Biomedical Research**, CITI Program.

EDUCATION

LOUGHBOROUGH UNIVERSITY, 2019

MASTER OF SCIENCE,
MAJOR IN SPORTS NUTRITION

AMERICAN UNIVERSITY OF BEIRUT, 2018

BACHELOR OF SCIENCE,
MAJOR IN NUTRITION AND DIETETICS

AWARDS

2ND PLACE IN NATIONAL INDOOR
ROWING COMPETITION, 2018

BEIRUT, LEBANON