

# Sarah Haidar

Ramlet El Bayda • Beirut, Lebanon

+96170610690 • [Sahrhaidar@gmail.com](mailto:Sahrhaidar@gmail.com)

Nationality: Canadian, Lebanese, Gabonese

Birth date: March 11, 1997

---

## WORK EXPERIENCE

### **Potion Kitchen**

**Beirut, Lebanon**

#### **Marketing Intern**

Nov 2021 – Dec 2021

- Researching and creating social media content.
- Posting and boosting social media content.
- Monitoring social media channels.
- Organizing monthly content calendar.
- Editing and updating website written content.

### **UNDP**

**Beirut, Lebanon**

#### **Communication and research Intern**

Aug 2021 – Oct 2021

- Searching crowdfunding markets and potential partners.
- Mapping of NGOs and importing them to Tadamon platform.
- Updating Tadamon team website and online content.
- Supporting the production of online events and internal webinar discussions.
- Assisting in drafting and editing written content and materials.

### **Positive on Glucose**

**Beirut, Lebanon**

#### **Social Media Intern**

May 2021 – June 2021

- Researching and writing content for social media use.
- Creating content calendar.
- Designing and posting social media content.

### **Creditbank S.A.L**

**Beirut, Lebanon**

#### **Banking Industry – Communication Officer**

Feb 2019 – March 2020

##### ➤ **Social Media scopes**

- Proposing and executing a series of online communication initiatives that reinforce its presence on social media platforms.
- Social Media Content Creation in coordination with the copywriter in line with the bank's communication strategy.
- Posting on all social media channels (Facebook, Twitter, Instagram, YouTube, LinkedIn).
- Coordinating with the media agency on the boosting.
- Coordinating with other departments to create campaigns related to certain products.
- Monitoring of social media channels, keywords and competitors activities.
- Replying to comments and managing complaints.
- Creating monthly reports.
- Keep up-to-date with channels updates.

### **UNDP**

**Beirut, Lebanon**

#### **Project Intern: The Lebanese Expatriate Project – Live Lebanon phase 1**

Nov 2018 – Dec 2018

- Helped organizing events in Lebanon
- Managed financial operations such as petty cash accounts
- Worked on environmental projects

**Creditbank S.A.L****Beirut, Lebanon****Banking Industry Internship**

Jul 2017 – Aug 2017

- Managed day to day operations, ATM and customer service
- Learned how to issue loans and how to collect them
- Revolved around different branches and headquarter departments

**EDUCATION****IAE Tours**

Sept 2018 – June 2020

Master's Degree in Marketing

**Saint Joseph University**

Sept 2018 – June 2020

Master's Degree in Marketing

**Saint Joseph University**

Sept 2015 – June 2018

Bachelor's Degree in Business Administration, Generic

**Le Lycée National School**

Sept 2009 – June 2015

Lebanese Baccalaureate, Life Science

**AWARDS and CERTIFICATIONS****Saint Louis University English Proficiency Assessment**

Nov- 2017

- Demonstrates intermediate, adequate ability in writing to state a clear main idea, to organize and develop supporting points logically and coherently and to use accurate, appropriate vocabulary and grammar.

**Middle East Social Media Festival Conference Certificate**

April 2019

**ADDITIONAL SKILLS****Special Skills or Proficiency**

- Languages: English, Arabic and French.
  - Computer Skills: Microsoft Word, Excel, PowerPoint, SPSS and Canva.
  - Soft Skills: Self-Motivation, Communication, Problem-Solving, Ability to work under Pressure and Time Management.
-