

Leen Ghaddar
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EDUCATION

From 08/19 to 05/22	Lebanese American University Bachelor of Science in Business Studies, with emphasis on Marketing Full merit and leadership scholarship by USAID GPA: 3.7/4.0. Distinction	Beirut, Lebanon
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EXPERIENCE

From 02/23 to Present	Oryx Dental Software Content Writer <ul style="list-style-type: none">Produced engaging content for diverse platforms, including articles, blogs, and social media.Conducted in-depth research to ensure accurate and industry-relevant content.Optimized content for SEO to enhance online visibility and improve rankings.Managed social media presence, crafting shareable content, and maintaining calendars.Utilized HubSpot CRM software for marketing and sales automation, integrating content into campaigns.Developed clear and concise software documentation for user guidance.Tracked and analyzed content performance using different analytics tools.	Beirut, Lebanon
From 09/22 to 01/23	Unigaz Group Marketing and Communications Trainee <ul style="list-style-type: none">Managing and writing creative content across all digital media channels.Executing marketing strategies, campaigns, proposals, and events.Researching and developing new ideas for Web & social media content.Contributing to the design development, editing and production of all branding related items for the group.Supporting development of all media materials including Q&As, press releases, and press packs.Developed tools for data collection and analyzed consumer trends.Collaborated with Group departments and international entities for communication strategy success.	Beirut, Lebanon
From 02/22 to 07/22	Chemonics International Marketing Intern <ul style="list-style-type: none">Monitored and analyzed social media platforms and content for municipalities benefiting from USAID services.Created and implemented targeted social media marketing plans to enhance visibility and outreach, emphasizing content related to USAID assistance.Evaluated findings to support selected municipality members in content creation and assisted in managing and updating social media platforms.	Beirut, Lebanon

SKILLS

Languages: Fluent in English and Arabic (writing, reading, and speaking)
Computer Skills: MS Word, Excel, PowerPoint, Internet use, Google Search.
Technical Skills: Surveying, Digital Ads, Google Analytics, Website Optimization, Content Management Software (CMS), HubSpot Marketing Automation Software, SEO
Soft Skills: Leadership, Communication, Teamwork, Creativity, Digital Literacy, Presentation, Analytical Thinking, Problem Solving, Time Management, Customer Focus.